35 Cents

30TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

SEPTEMBER 18, 1961

Dwindling supply of syndicated film augurs growing reliance on off-network shows . . 19

The philosophies of Arthur Schlesinger Jr., Minow's friend in the White House 38

FCC takes final action in clear channel case despite Hill plea to hold up 36

NL&B's Harper contends the public taste has molded shape of tv programming 26

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KIM and HIM

KIM NOVAK
JEFF CHANDLER
Starring in
JEANNE EAGELS

MARLON BRANDO
Starring in
ON THE WATERFRONT

Two more greats starring in
COLUMBIA POST-48's!

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TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

why don't you do right
...by your
station
I.D.'s?

come out of the *moonglow* and get *on the sunny side of the street* ★ Your sales and *dreams will be getting better all the time* with GOLDEN ERA JINGLES ...*16 tons* of jingle I.D.'s to the tunes America knows best and in the styles of the bands and singers America knows best ★ GOLDEN ERA JINGLES put your listeners *in the mood* ★ You identify and entertain ★ Keep *daddy, frankie and johnny, the folks back home in indiana,* and everywhere, singing your call letters ★ *enjoy yourself* ★ Your listeners *have heard that song before* but never this way ★ *yes, indeed,* instant I.D.'s ★ *a good man is hard to find,* but GOLDEN ERA JINGLES are more fun than the *little brown jug* ★ *there are such things* as demo tapes ★ Wire for yours today...or call your Ullman-man.

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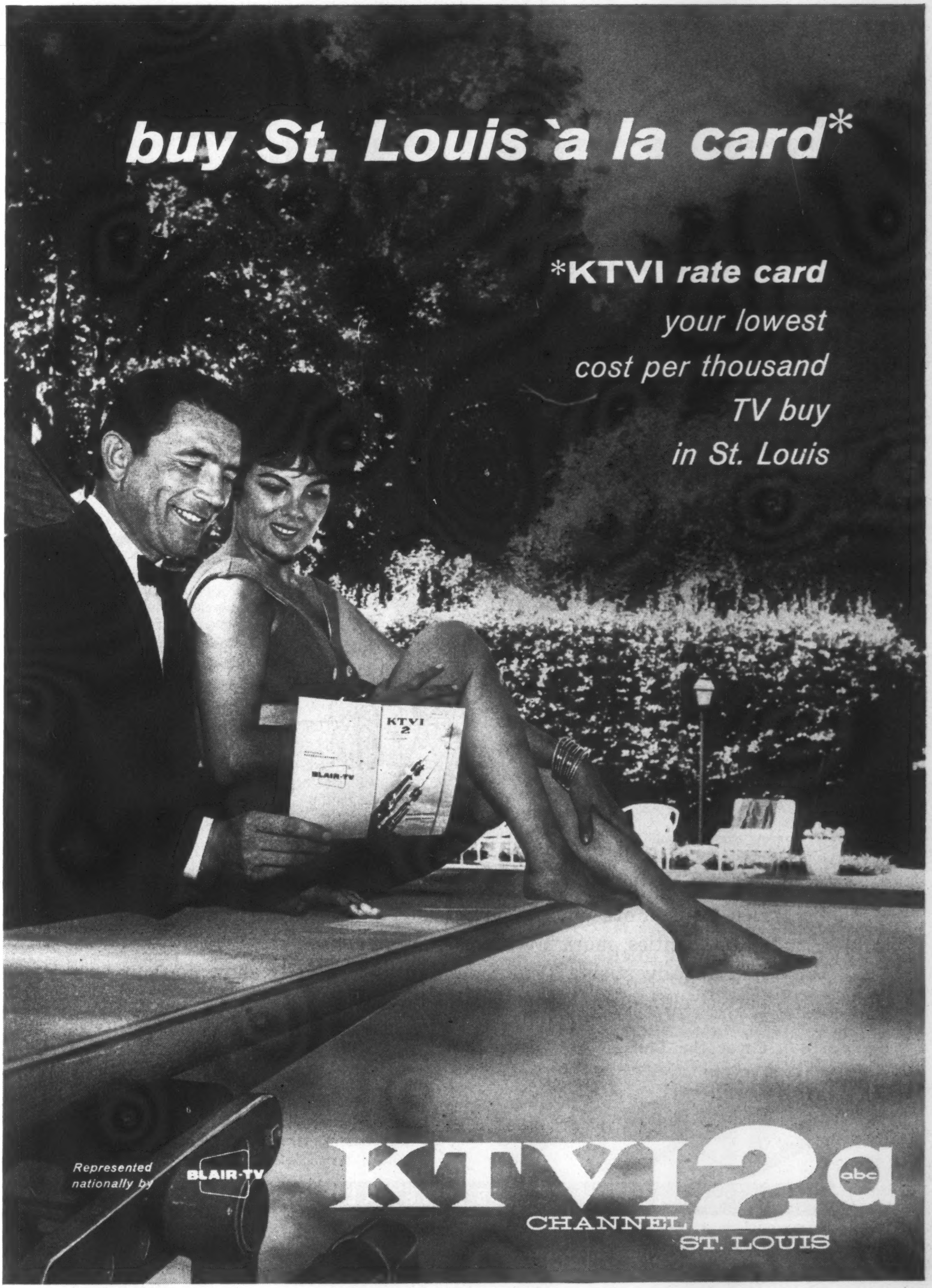
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The extraordinary impact of KRLD-TV, dominating the incredibly rich Dallas-Fort Worth market, is yours when you buy KRLD-TV — *more counties, more TV-Homes, greater circulation...
Ask an Advertising Time Sales representative to show you our "impact circle" — or contact KRLD-TV direct.

*Nielsen June-July '61

Cover the Dallas-Fort Worth market Effectively with KRLD-TV, Channel 4

KRLD-TV

Represented nationally by
Advertising Time Sales, Inc.
(Formerly The Branham Company)

THE DALLAS TIMES HERALD STATIONS CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Everybody's doing it

Not one, not two, not three, but four firms now are interested in setting up industry-wide spot tv billing service, long-time dream of radio-tv salesmen and many buyers, but no more than that till two months ago. Newest entry is United Media Inc., headed by veteran in tv field. UMI figures service fee will be less than 1% of gross billings handled, and as incentive first reps to sign may get interest in company. Services already announced: Broadcast Clearing House (BROADCASTING, Aug. 7) and Broadcast Billing Co. (BROADCASTING, Aug. 21). Another firm, composed of ex-Remington-Rand systems experts and CEIR, parent company of American Research Bureau (CLOSED CIRCUIT, July 24), expected to announce shortly.

Paar and Susskind complaints

FCC was besieged last week with complaints about Jack Paar Berlin incident (Editorial page 90) from members of Congress, others in public life and public. Stock answer, it's understood, was that FCC had no direct jurisdiction over programming. Chairman Minow reportedly passed down word that such interference with individual programs would be in forbidden censorship area.

FCC also was at receiving end of complaints from viewers on David Susskind "Open End" (Sunday, Sept. 10) which included Joe E. Lewis, Toots Shor and Jackie Gleason, among others. Some letters expressed suspicion that one or more participants were in various stages of inebriation.

Regrill for Kintner

Both Robert E. Kintner, NBC president, and Walter Scott, NBC-TV executive vice president, expected to testify before Senate Juvenile Delinquency Subcommittee's closed door executive session sometime this week (see story, page 52). Scheduled to appear last Friday two NBC executives were given reprieve when hearing was postponed by Subcommittee Chairman Thomas Dodd (D-Conn.). Mr. Kintner appeared before committee Sept. 7 but refused comment on line of questioning. Earlier witness says committee is "painstakingly objective" in its pursuit of source of sex and violence in tv programs. While records and films are still being subpoenaed most material is either from current programs or those scheduled for airing this season.

To 'Barrow' a phrase

FCC's Network Study staff, plus certain commissioners, are represented as feeling that CBS-TV's option time incentive plan, whereby compensation accelerates in ratio to clearances, is "worse than the existing option time rule" now under consideration for revision or abolishment. Staff director Roscoe Barrow, who conducted original network inquiry three years ago, returned to FCC this summer on consulting basis and is reported particularly over-wrought.

Trend to twenties

Patterns are varying, but popularity of 20-second announcements seems to be running higher than generally expected in spot tv's adjustment to prime-time 40-second station breaks which go into effect this fall. Some of this extra 20-second business appears to represent shifting of money that formerly went into less choice periods, but extent to which it's happening is pointed up by agency buyers who say they're beginning to get cancellations of firm 10-second orders which stations suddenly say they accepted through clerical error—an explanation usually taken to mean 20-second orders came in after 10s were confirmed.

If it goes far enough this trend could seriously affect strategy of advertisers who've traditionally built campaigns around 10-second IDs. Some salesmen find 40-second usage breaking down roughly this way: Most high-rated stations that will accept two 20s are getting them; rest are going with usual 20-10 pattern—plus 10-second promo.

Westinghouse-GE renewals

Outlook for renewal of licenses of Westinghouse and General Electric stations (CLOSED CIRCUIT, Sept. 4) is favorable although FCC last week took no definitive action. There was animated discussion of Law Department proposal that hearing be held to determine corporate responsibility in light of antitrust convictions of officials of both companies in heavy industrial equipment, as well as of Broadcast Bureau's recommendation that since neither court nor Department of Justice saw need of punitive action, renewals should be automatic. Instructions were issued for draft decisions although there was discussion of proviso whereby licensees would be asked to file letters of explanation so that future policy could be written.

There was no 4-3 vote as reported in story planted with Washington gossip columnist. All members reserved judgment until such time as proposed opinion is brought before it—possibly in time for meeting next week.

Bias charges

Senate Watchdog Subcommittee may hold hearings this fall on new complaints of alleged broadcaster bias in airing political news and presenting candidates. Subcommittee, set up to police industry in connection with liberalization of equal-time provisions of Communications Act, held hearings in March on broadcasters' performance during 1960 presidential campaign (BROADCASTING, April 3). But, said informed source, subcommittee has been getting complaints "right along" about alleged unfairness of broadcasters in local and state campaigns. Chairman Ralph Yarborough (D-Tex.), therefore, will consult with subcommittee members on need for new hearings.

CCBS to fight breakdowns

Clear Channel Broadcasting Service will resist FCC's action last week breaking down 13 am clear channels in every available forum on ground that result would be to degrade essential service to rural and remote listeners. By coincidence, group met on very day of decision (last Thursday) in Nashville at call of Chairman Edwin W. Craig (WSM) and announced intention of soon appointing new full-time director of CCBS in Washington. Post has been vacant since resignation of Gayle Gupton late last year. All 12 member stations were represented at meeting.

Late switch

Last-minute counter-programming decision said to be reason underlying CBS-TV's sudden switch of *Red Skelton* and *Ichabod and Me*. Skelton had six-year hold on 9:30-10 p.m. slot Tuesdays, but other networks set new hour-long programs (*New Breed* on ABC-TV and *Dick Powell* on NBC-TV) starting at 9 p.m. Re-evaluation of lineup by CBS-TV advertiser (S. C. Johnson) and agency (Foote, Cone & Belding) concluded that *Ichabod* may be weaker of two programs to set pace for hour leading into *Garry Moore Show* at 10 p.m., which all feel will hold its own.

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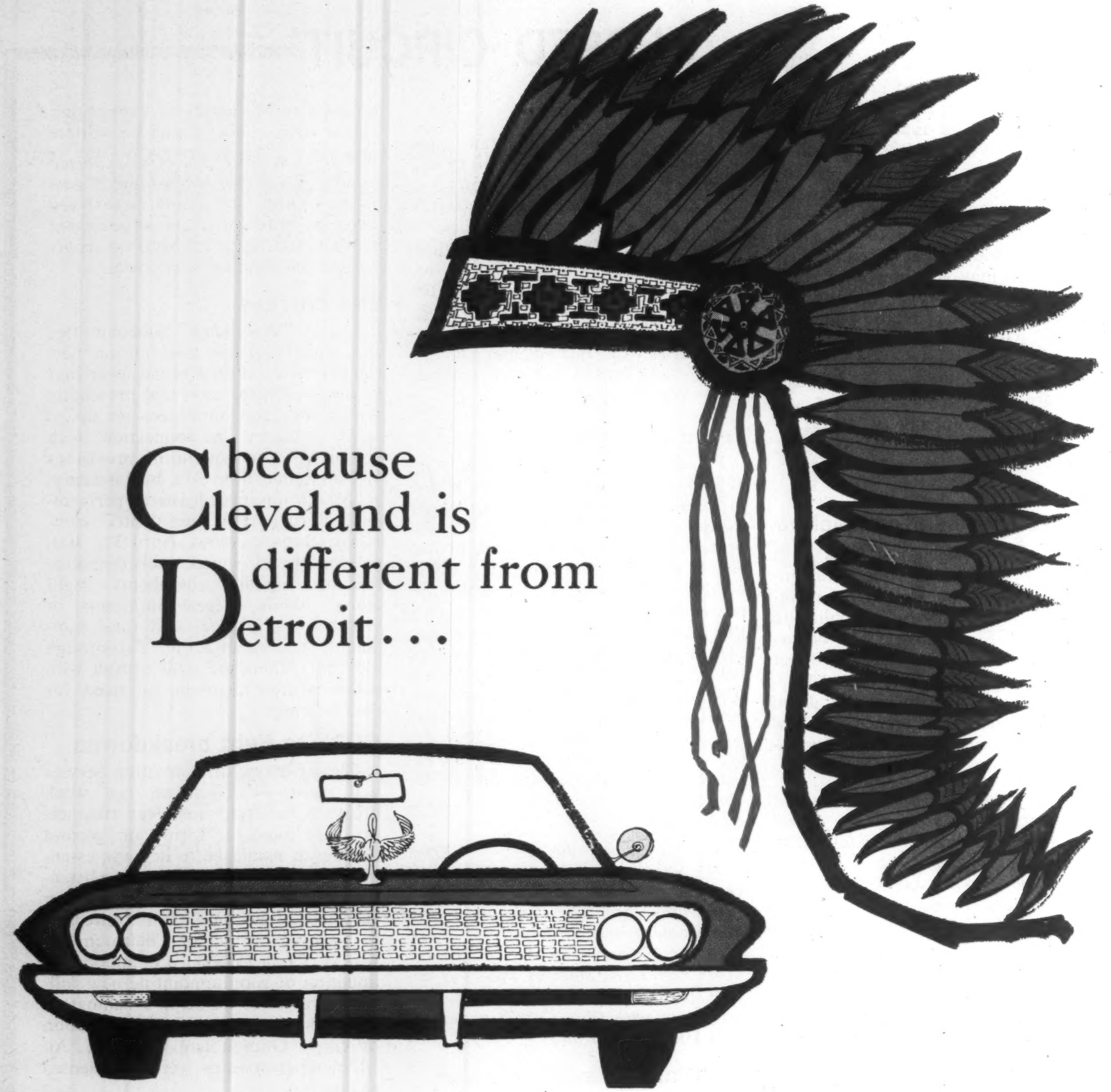

because Cleveland is different from Detroit . . .

and because people are different in different markets . . . Storer programming is different! We put together a flexible format to fit the needs of each community . . . making it local in every respect. Result? WJW-TV now rates first* in Cleveland from sign-on to sign-off. WJBK-TV Detroit has the highest* share in any four station market . . . Further evidence that Storer quality-controlled, *local* programming is liked, watched and listened to. Storer Television Sales, Inc. has up-to-the-minute availabilities. ***Important Stations in Important Markets.***

**ARB-July 1961*

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	WHEELING WWVA	TOLEDO WSPD	DETROIT WJBK	STORER BROADCASTING COMPANY
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	

WEEK IN BRIEF

With its Great Dane appetite, tv has gone through the Hollywood pantry, now is dining on network reruns and can't afford first-run red meat. Will it be reduced to network fare? See . . .

PROGRAM SOURCES DRYING UP? . . . 19

Undismayed at the House Commerce Committee's request for postponement of the issue, the FCC last week adopted its plan to carve up 13 of the 15 clear channels. See . . .

FCC ACTS ON CLEARS . . . 36

If there's anything that could be more chilling to broadcasters than Newton Minow's philosophies on tv, it's those of his friend and President Kennedy's advisor, Arthur Schlesinger Jr. See . . .

MINOW'S WHITE HOUSE FRIEND . . . 38

KWK St. Louis sales manager testifies at revocation hearing that his boss, the general manager, ordered him to carry out deceptions in station contest, then to lie about them. See . . .

KWK'S HAMEL TELLS WHY . . . 44

Food and grocery billings top product categories in national tv spending for first six months of 1961, an 8.3% gain from last year, and totaling $156.8 million. Next: cosmetics-toiletries. See . . .

FOOD-GROCERY TV BUYING BOOMS . . . 22

People are still people, and in television, as well as in other entertainment, they do the molding instead of being molded, NL&B President Paul C. Harper Jr. tells Washington admen. See . . .

TV AND PUBLIC TASTE . . . 26

The FCC sets Oct. 6 for "informal" talks with broadcasters about the results of tests held by stations last week of proposed tv program logs under NAB auspices. See . . .

SUMMIT MEETING ON FORMS . . . 50

Dry runs of FCC's proposed logging procedures by two Georgia tv stations indicate they'll be onerous to the point of cutting into program quality, Atlanta seminar told. See . . .

BURDENSOME LOGS COULD HURT . . . 57

Radio and tv made some order last week out of the chaos that was Hurricane Carla. Individual heroism by station personnel is reported among vital functions during emergency. See . . .

RADIO-TV DATE WITH CARLA . . . 60

Deintermixture, if on a wide enough scale, can hit home in a lot of places, even among the House Commerce Committee membership. Hence, a hearing is likely on FCC's latest action. See . . .

HILL DEINTERMIXTURE AIRING? . . . 54

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BROADCASTING

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NOW WINS COVERS THE WORLD

Leave your radio tuned to WINS and you get the news first, fast and foremost every hour and half hour. Not just local or national, but the whole wide world. Berlin, Leopoldville, Moscow, Bangkok—wherever headlines are made, hear them direct with the speed of sound. How do we do it? WINSland's own great news staff plus MUTUAL RADIO's 34 staunch representatives on-the-spot around the world. And for advertisers, the news is always good. Examples? A rating no other N. Y. station delivers. An average of over 13% of all listeners in the N. Y. metropolitan area from 6:00 A.M. to Midnight.* A market second to none. Over 17 million people whose annual purchases equal those of the next 3 markets combined. No wonder WINS is the way advertisers really make news in New York.

*Pulse, July 1961, New York 18 County Area

1010 WINS New York

Nationally Represented by The Katz Agency or call WINS, JU 2-7000

YOUR NO. 1 MEDIA BUY IN THE NO. 1 MARKET IN THE U. S.

Late news breaks on this page and on page 10
Complete coverage of week begins on page 19

AT DEADLINE

Log revision may lift station burden—Cox

ATLANTA MEETING HEARS FCC PLANS FOR CHANGES

Important changes in proposed logging rules for stations to remove much of burden from station personnel are being considered by FCC staff, South East Radio-Tv Seminar was told Friday at Atlanta meeting (story page 57).

Kenneth Cox, chief of FCC's Broadcast Bureau, informed 100 broadcasters that commission had been giving careful study to practical operating problems of stations. He indicated bureau will recommend revisions in proposed rules to simplify personnel requirements on basis of dry-run tests conducted by stations for Georgia Assn. of Broadcasters, as well as other station tests.

Representatives of nine-state broadcaster associations attended seminar, held under GAB auspices. H. Randolph Holder, WGAU Athens, presided as GAB president. James Howe, WIRA Ft. Pierce, Fla., moderated question-answer session. He is NAB board member for southeastern district. Mutual network was represented by Victor C. Diehm, WAZL Hazleton, Pa., chairman of Mutual Affiliates Advisory Committee.

Mr. Holder said his staff missed more than a thousand log entries during test week and estimated proposed routine would cost minimum of $5,300 yearly. He said it was absolutely impossible for personnel to keep accurate and complete log. He urged elimination of "off-time entries."

Mr. Cox was accompanied by H. H. Goldin, FCC economist, and James G. Junpilla, assistant Broadcast Bureau chief. He said serious attention will be given to:

- Elimination of "off-time" entries in most cases.
- More liberal provisions for both pre-logging and rules for log entries at actual moment of broadcast.
- Simplified procedure for various types of log entries for public service, commercial and station call-letter announcements.
- Elimination of complete logging during network time, except for listing of on-network and off-network times.
- Definition of "local news" as any news not national or international.
- Provision for use of symbols and footnotes where approximate time specifications are adequate, and removal of split second requirements for many log entries.

Mr. Cox said FCC's "public interest, convenience and necessity" requirement, laid down by congress, is "delightfully vague" so commission is trying to find out what station is going to do and what it has done, since it lacks funds as well as desire to operate a program monitoring service, Mr. Cox said.

State broadcaster association president adopted resolution noting willingness of FCC personnel at meeting to discuss both radio and tv station problems. Second resolution asked FCC and industry aid in establishing defense networks in every state and stressed need for NAB and stations to keep public informed of serious civil defense problems.

KWK president tells Treasure Hunt story

KWK St. Louis president A. M. Spheeris told FCC hearing examiner Friday that in approving two Treasure Hunt contests in summer of 1960 he always "assumed" former manager William L. Jones Jr. had hid prizes before clues were aired. When issue arose after second contest, he said he repeatedly was told they were hidden at contest start.

In earlier testimony at revocation hearing, KWK sales manager Don Hamel said Mr. Jones ordered him to hide prizes morning they were found and to hide truth from both KWK officials and FCC (story, page 44). KWK counsel noted station told FCC truth earlier this year after it was learned from Mr. Hamel.

Mr. Spheeris also testified to circumstances in fall of 1958 in switch of Mr. Jones from WEMP Milwaukee sales staff to KWK sales managership and to general managership in December that year. He said at first he exercised "close supervision" over Mr. Jones but that latter seemed to progress and gain knowledge and was given more discretion.

Mr. Spheeris said Mr. Jones was instructed to consult with him on financial matters, hiring and firing, changes of program material and "all matters of promotion, taste and propriety." As to Bonus Club contest, Mr. Spheeris said he told Mr. Jones it must be honest and fair. He said he did not then anticipate any problem of listeners being unable to reach special KWK phone but when this did come up he said he told Mr. Jones to investigate and report and Mr. Jones did.

Mr. Spheeris said he also investigated personally and learned to his satisfaction then that "very seldom" was phone tied up during Bonus Club period and "very seldom" were listeners unable to get through. He said he instructed staff through Mr. Jones that they were free to use discretion and award prizes if there was "any reasonable doubt" in favor of contestant. Hearing continues today (Monday) in St. Louis.

Ziv-UA unperturbed

Ziv-United Artists announced last Friday (Sept. 15) it is currently spending $10 million on new series and has earmarked $2 million to prepare additional series. Though trend toward off-network syndication of programs (see story page 19) has reduced number of first-run production series this season, Ziv-UA is leader with three series—*Everglades, Ripcord* and *King of Diamonds*—already released to stations. Ziv-UA also is producing two documentary-type programs "keyhole" and *The Story of. . . .* Other new programs are in varying stages of development, according to Richard Dorso, Ziv-UA vice president in charge of new programming.

Salant to CBS Inc. board

Richard S. Salant, president, CBS News division of CBS Inc., was elected to CBS board of directors. Mr. Salant, who served as chairman of CBS News executive committee, was elected president, CBS News division on Feb. 6, 1961, following an association with network that began in July, 1952. He joined CBS as vp and general executive, and also had served as member of CBS' editorial board for five years.

Wailes marriage revealed

Lee B. Wailes, executive vice president-planning and finance, Storer Broadcasting Co., left Miami last Friday for delayed three-week honeymoon to West Coast after having married Mrs. Naomi P. Combs of Miami on June 30. No previous announcement had been made of marriage, second for each. They will reside in Hallandale, Miami Beach suburb.

more AT DEADLINE page 10

William Esty gets Chesebrough-Pond lines

In two actions on Friday (Sept. 15) Chesebrough-Pond Inc. moved to consolidate some of its many product lines under one agency roof. Toilet requisites company appointed William Esty Co. to handle its Pertussin cough syrup and medicated vaporizer products, Seaforth men's toiletries line, Actin cough syrup brand, and Odo-Ro-No deodorants. Last-named product was formerly at Ellington & Co., while other brands had been with Compton Advertising. Appointment is effective Jan. 1, 1962.

Combined product lines involved in shift were believed to have billed almost $2 million last year. Two Pertussin brands spent more than $600,000 in spot and national tv, while Actin and Seaforth products totaled little more than $20,000 in spot tv expenditures only. Last year Odo-Ro-No was not tv advertiser.

Chesebrough spokesman said moves are necessitated by need for consolidation and because conflict of interests was present at Compton. Alberto-Culver and Procter & Gamble accounts, both Chesebrough competitors, are handled by Compton.

Toiletries company's other products are spread among three other agencies (Esty also handles Chesebrough's Vaseline petroleum jelly account). J. Walter Thompson has Ponds and Matchabelli; Norman, Craig & Kummel handles line of men's toiletries and Doherty, Clifford, Steers & Shenfield has advertising responsibility for company's Northam Warren Division (Cutex).

Mobil Oil ad plans announced by Bates

Ted Bates & Co., which has had Mobil Oil Co. account since July, has announced advertising details. Campaign drive reportedly to bill more than $4 million through last quarter of year, is built around introduction of Megatane, novel gasoline rating system, and two new gasoline products, premium and special.

Mobil's last-quarter spending includes $3.2 million of $12 million (commissioned billings $7 million) annual advertising budget in heavy schedule of participating spots on total of 21 ABC and CBS-TV shows (BROADCASTING, Aug. 21).

Plans also call for $850,000-plus print campaign in some 300 newspapers in all but seven states across country. Mobil's advertising billings had been in virtual deep freeze until now. Account shifted from Compton after Mobil advertising manager read book by Rosser Reeves, board chairman of Bates, stressing importance of "unique selling proposition (BROADCASTING, March 6).

The way out

Here's money-raising gambit for non-commercial stations: Sell print advertising. WBAI (FM) New York, which is supported by subscribers, plans to open pages of its "folio" program log listing to advertisers in move to help defray expenses. WBAI, which is owned by Pacifica Foundation and has offices and studios at 30 E. 39th St., is headed by John F. Day, formerly vice president, CBS News, as general manager.

Philco-Ford merger won't change tv plans

Philco Broadcasting Corp. will continue to prosecute its application for ch. 3 Philadelphia (now held by NBC's WRCV-TV) if parent Philco Corp. stockholders approve proposed acquisition of company by Ford Motor Co., according to letter received by FCC Friday (Sept. 15).

James Skinner Jr., president of Philco Broadcasting, said application would be amended to show new ownership if $100 million deal goes through. Philco stockholders are scheduled to vote in late November on whether to accept offer of one share of Ford stock for 4½ shares of Philco. Philadelphia radio-tv appliance and electronics firm would become division of Ford automobile corporate structure.

Ford shares closed at 99, up one-fourth, on stock exchange last Thursday, first full day after deal was announced.

The last say-so

Broadcasters have final responsibility for what they put on, or keep off, their stations. This official FCC doctrine was repeated last week in response to complaint from Binghamton, N.Y., businessman who wanted to buy time on WMBF-TV there to show controversial *Operation Abolition* film. When station declined, businessman wrote congressman who submitted query to FCC. Commission has told congressman that licensee has last word on what goes out over air from his station.

Film is made up of tv clips of last year's student riots in San Francisco and purport to show Communist influence among students. It has been damned as distortion of actual event, but praised by anti-Communists.

WMIN seller denies station trafficking

Franklin Broadcasting Co. Friday asked FCC to approve its sale of WMIN Minneapolis to Tedesco Inc. without hearing or else dismiss the application and leave Franklin free to sell station sometime in future.

Sale of WMIN for $200,000 was set for hearing by FCC in question of whether both buyer and seller were trafficking in broadcast properties (BROADCASTING, July 31).

Franklin, owned primarily by William F. Johns Sr., and family, denied it has ever trafficked, said many transfers have been within family. It pointed out profit was made on only two sales and that only two stations were held less than three years. Family has had interests in some 23 stations over past 25 years, sometimes minority holdings.

Tedesco Inc. has already filed for reconsideration of FCC hearing order and also denied trafficking charge (BROADCASTING, Sept. 4).

New rate plan costly for radio-tv, says AT&T

AT&T told FCC Friday new rate schedule proposed in FCC initial decision of July 14 would increase rates of leased wire services to press and radio-tv stations by 19%.

AT&T criticized FCC proposal as "unsound" and said it would "work great hardships on many customers." Company submitted new rates that would stem from FCC-proposed tariff setup in all categories and pointed out AT&T is doing so merely to comply with FCC request and will not put rates into effect unless they are extensively modified.

FCC urged to ignore WCKT (TV) ch. 7 plea

FCC general counsel's office Friday advised commissioners to ignore plea by WCKT (TV) Miami (ch. 7) to reconsider decision to vacate grant to WCKT. Counsel said arguments in plea had been previously directed to FCC and "properly rejected" and that new arguments are not grounds for reconsideration of FCC's action (BROADCASTING, Sept. 11).

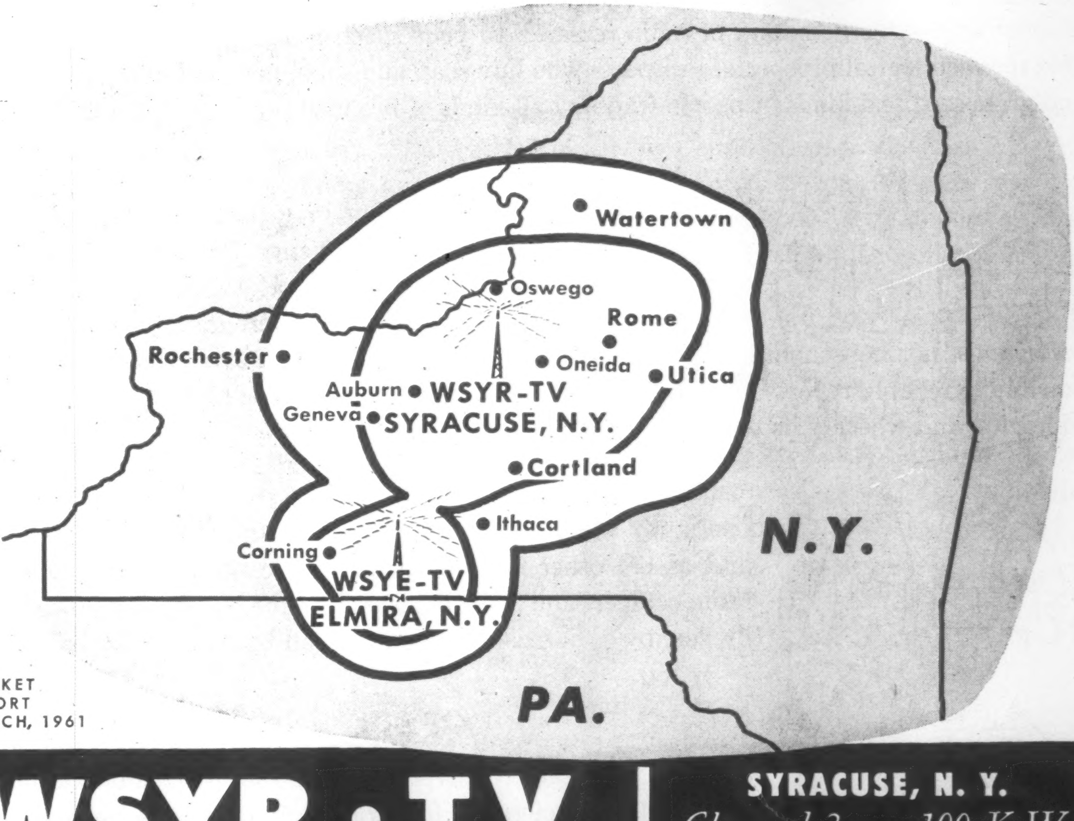
Sunbeam Tv Corp., only applicant found free of attempts to influence FCC by off-record contacts, replied to WCKT charges by denying it had made material changes in its proposal for ch. 7 or concealed material facts from FCC.

OVERWHELMINGLY

THE LEADER* IN THE SYRACUSE MARKET!

WSYR-TV

DELIVERS 42%* MORE HOMES THAN ITS COMPETITOR!


Watertown
Oswego
Rome
Rochester
Oneida
Utica
Auburn
WSYR-TV
Geneva
SYRACUSE, N.Y.
Cortland
Ithaca
N.Y.
Corning
WSYE-TV
ELMIRA, N.Y.
PA.

*ARB
MARKET
REPORT
MARCH, 1961

WSYR · TV

NBC
Affiliate

SYRACUSE, N. Y.
Channel 3 · 100 KW
Plus WSYE-TV channel 18
ELMIRA, N.Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

WJR-Politz study new look at radio in Detroit - Great

The 1961 WJR-Alfred Politz Study offers a completely new approach in radio research. It so well equips WJR sales representatives to pinpoint customers for your products that we warn you in advance—they're bound to get a bit aggressive. But let them. You'll find that as they apply this new kind of radio research to your specific advertising objectives, you'll be able to reach logical prospects. Prospects who buy soap and soup, new cars and used cars, pianos and grass seed. All kinds of people who buy all kinds of products.

This study is of radio listening in general and of WJR listening specifically. It comprehensively covers a 100-county four-state area, and gives an accurate up-to-date picture of the area, of its radio listening habits, of listener reaction to WJR programming. The study is of *individuals,* not households. All data refers to listeners aged 15 and over. This method makes it possible to reliably report breakdowns by age, sex and socio-economic status. It defines extent of education and whether listeners are home owners or not.

The study compiles the total weekly cumulative audience of WJR and of 174 other radio stations mentioned. It breaks down overall radio listeners and WJR listeners by time of day, day of week, by age, by sex, by socio-economic status, and by where they listen to radio.

Equally important to advertisers, the 1961 WJR-Politz Study points up listeners' preference for WJR's news, sports news-scores summaries, sports play-by-play, farm programs, traffic conditions, news reporting accuracy, homemaker programs, farm news and market reports, weather forecasts, all-around helpfulness, public spirit, and listeners' attitudes toward the kind of advertising WJR carries.

gives completely listeners Lakes area

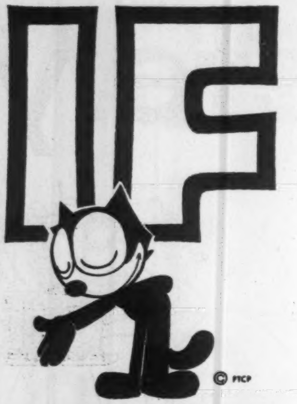
An unusual point covered by the WJR-Politz Study is a profile of the types of music listeners prefer according to their age and sex. The music categories rated by listeners include popular music with full orchestration, popular music with small orchestration, folk music, classical music, fine music, and rock 'n' roll.

You've been fairly warned that WJR sales representatives will be not just enthused, but aggressive—and with good reason. So hear them out for your own good and for that of your sales curve as they apply the 1961 WJR-Alfred Politz Study specifically to your products and to your prospects. It will give you a revealing new look at the lucrative Detroit-Great Lakes area, served best by WJR.

We believe you'll find the WJR-Politz Study extremely helpful. So give us or the people at Henry I. Christal a call—and hear the story out. You owe it to yourself—because WJR is continuing to help advertisers toward well-grounded radio research with this completely new look at radio listeners in the Detroit-Great Lakes area.

WJR DETROIT
760 KC 50,000 WATTS

Represented by Henry I. Christal Co., U.S. & Canada • Atlanta • Boston • Chicago • Detroit • Los Angeles • New York • San Francisco



FELIX THE CAT

is still available in your market . . . you owe it to the children in your audience to give this world-famous

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DATEBOOK

A calendar of important meetings and events in the field of communications

***Indicates first or revised listing.**

SEPTEMBER

Sept. 18-19 — **CBS Radio Affiliates Assn.,** annual convention. Waldorf-Astoria Hotel, New York.

*Sept. 19—**Advertising Club of New Orleans,** 50th anniversary luncheon. 12 noon, Monteleone Hotel, New Orleans.

Sept. 21—**Chicago Federated Advertising Club,** Morrison Hotel, 12 noon. Speaker: Rod Erickson of Filmways Inc., New York.

*Sept. 22—**American Women in Radio & Tv,** Washington chapter, inauguration of new officers. Broadcasters Club, Washington, D. C.

Sept. 22—**Radio & Television Executives Society,** newsmaker luncheon. Hotel Roosevelt, N. Y. FCC Chairman Newton N. Minow is speaker.

Sept. 22-24—**Advertising Federation of America.** 10th district convention. Hotel Mayo, Tulsa.

Sept. 23—**UPI Broadcasters Assn. of North Carolina,** annual meeting and news seminar. Hotel Robert E. Lee, Winston-Salem.

*Sept. 23-24—**National Spanish Language Network,** annual meeting. Westward Ho Hotel, Phoenix, Ariz.

Sept. 24-26—**Louisiana Assn. of Broadcasters,** annual convention. Buena Vista Beach Hotel & Motel, Biloxi, Miss.

Sept. 26—Resumption of **FCC** hearing on network programming practices. Federal Court House, Foley Square, New York City.

Sept. 27-30—**Radio Television News Directors Assn.,** 15th international convention. Statler-Hilton Hotel, Washington, D. C.

Sept. 28—**Assn. of National Advertisers,** new products workshop. Waldorf-Astoria Hotel, New York City.

Sept. 28-29—**Tennessee Assn. of Broadcasters,** Read House, Chattanooga. Speakers include FCC Commissioner Rosel H. Hyde; Vincent T. Wasilewski, NAB executive vice president; Mark Ballman, McCann-Erickson, Atlanta; Tommy Martin, Mutual Life Insurance Co. of New York; Ben Sanders, KICD Spencer, Iowa; Elmo Ellis, program director, WSB Atlanta; Charles Lamb, publisher, *The Music Reporter;* Gov. Buford Ellington, Tenn.

Sept. 28-Oct. 1—**National Federation of Advertising Agencies,** central states group. Lake Tower Motel, Chicago.

Sept. 29—**Minnesota Broadcasters Assn.,** annual convention. Speakers include NAB President LeRoy Collins and FCC Commissioner Robert T. Bartley. Leamington Hotel, Minneapolis.

Sept. 29-30—**American Women in Radio & Television,** east central area conference. Claypool Hotel, Indianapolis.

NAB fall conferences

Oct. 9—Hotel Adolphus, Dallas.
Oct. 13—Hotel Jefferson, St. Louis
Oct. 18—Hotel Utah, Salt Lake City
Oct. 20—Sheraton Palace, San Francisco
Nov. 10—Somerset Hotel, Boston
Nov. 13—Pittsburgh Hilton, Pittsburgh
Nov. 15—Hotel Leamington, Minneapolis
Nov. 20—Robert Meyer Hotel, Jacksonville, Fla.

RAB management conferences

Sept. 18-19 Sea Island, Ga.
Sept. 21-22 Dallas.
Sept. 28-29 Des Plaines, Ill.
Oct. 5-6 Omaha.
Oct. 9-10 Palo Alto, Calif.
Oct. 12-13 Detroit.

Sept. 29-Oct. 1—**American Women in Radio & Television,** New England conference. Equinox House, Manchester, Vt.

OCTOBER

Oct. 2—Deadline for comments on **FCC's** proposal to add additional vhf channel at below minimum mileage spacing to following cities: Baton Rouge, La. (Doc. 14233); Birmingham, Ala. (Doc. 14236); Charlotte, N. C. (Doc. 14238); Dayton, Ohio (Doc. 14234); Jacksonville, Fla. (Doc. 14235); Johnstown, Pa. (Doc. 14232); Knoxville, Tenn. (Doc. 14237); Oklahoma City, Okla. (Doc. 14231).

Oct. 2—New deadline for comments in **FCC rulemaking on new program reporting forms and logging requirements,** extended from Sept. 7.

*Oct. 2-3—**New Jersey Broadcasters Assn.,** Colony Motel, Atlantic City. FCC Commissioner Robert T. Bartley will speak at Oct. 2 dinner; Howard H. Bell, NAB vice president, will address opening luncheon.

Oct. 2-4—**Canadian Electronic Conference of Institute of Radio Engineers.** Toronto, Ont.

Oct. 2-6—**Society of Motion Picture & Television Engineers,** 90th convention. Theme will be "Integration of Motion Picture and Electronic Systems." C. Loren Graham, **Eastman-Kodak,** is program chairman. Among topics to be discussed: Subscription tv, tv equipment and techniques and tv recording. Lake Placid Club, Lake Placid, N. Y.

Oct. 3-4—**Advertising Research Foundation** conference, Hotel Commodore, New York City.

Oct. 5—N. Y. chapter of **Academy of Television Arts & Sciences,** luncheon. Sir Gerald Beadle, former head of BBC television speaker. Waldorf-Astoria Hotel, New York.

*Oct. 6—New deadline for comments on **FCC** rulemaking to deter tv stations from establishing translators for sole purpose of increasing their coverage area.

Oct. 6—Comments due on **FCC's** reopened option-time rulemaking. Reply comments will not be accepted.

Oct. 6-7—**Professional Group on Broadcasting, Institute of Radio Engineers,** 11th annual broadcast symposium. Willard Hotel, Washington, D. C.

Oct. 7-8—**National Federation of Advertising Agencies,** eastern states group. Statler-Hilton Hotel, Washington, D. C.

Oct. 8-10—**Advertising Federation of America,** 7th district convention. Jackson, Miss.

Oct. 8-18—International seminar on instructional television, sponsored by **Purdue U.** in cooperation with **UNESCO** and the **U.S National Commission for UNESCO.** Dr. **Warren F. Seibert,** Purdue professor, is seminar director; **James S. Miles,** Purdue **Television Unit,** is associate director. Purdue **U., Lafayette, Ind.**

Oct. 9-10—**Virginia AP Broadcasters Assn.,** Washington & Lee U., Lexington, Va.

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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OPEN MIKE®

Renfro respects

EDITOR: What a well-deserved tribute to Harry Renfro [OUR RESPECTS, Sept. 4]!

Truly it has always been my experience to find Mr. Renfro's office door open, and I believe his attitude toward media salesmen is reflected throughout the entire D'Arcy organization. . . . *—Charles P. LeMieux Jr., V.P.-Director of Sales, Communications Industries Corp., New York.*

EDITOR: . . . The article once again pointed out to me the extensive reach of BROADCASTING. I have had the pleasure of receiving over a hundred letters from friends all over the country as a result of the story.*—Harry K. Renfro, Vice President, D'Arcy Advertising Co., St. Louis.*

Chiquita correction

EDITOR: . . . The item "Chiquita back to tv" [AT DEADLINE, Aug. 28] contains a slight error. The agency is not Grey but BBDO. The BBDO account supervisor for United Fruit tells me that there are no definite plans for returning the Chiquita Banana jingle to the tv spot in the immediate future, though it's entirely possible BBDO might start promoting Chiquita via tv spots before this year ends.*—Richard M. Detwiler, Manager, Public Relations, BBDO, New York.*

[BROADCASTING's information about Chiquita's return to tv came from a United Fruit Co. executive; the mention of the wrong agency was a mistake on the part of the writer.]

Plus one decade

EDITOR: A small correction. The warm and pleasant Peabody-RTES association lasted, not 4 years as you twice mentioned in your book [PROGRAMMING, Aug. 14; AT DEADLINE, Aug. 7], but 14 years. . . .*—Claude Barrere, Executive Director, Radio and Television Executives Society, New York.*

[The wrong number appeared originally April 24 in BROADCASTING's coverage of the Peabody Awards. It presumably resulted from a typographical error and was perpetuated by reporters who used the original story for background in writing for the subsequent issues.]

Texas market story

EDITOR: . . . Liked your handling of the Texas market story [SPECIAL REPORT, Aug. 21], particularly the El Paso picture as well as Amarillo and Odessa. It is the first time anyone has taken the trouble to investigate and enumerate the Mexican market characteristics.*—Bernie Bracher, Program Director, KROD-TV El Paso.*

[Reprints of BROADCASTING's special Texas market story are available at 20 cents per copy or $20 per hundred, plus express or mailing charges.]

YOU CAN QUOTE ME . . .

"We select the WLW Radio and TV Stations for advertising MY-T-FINE Puddings and SWEL Frosting Mix because they offer the big three—programming, audience, promotion . . . all important to an advertiser and agency in wrapping up a SWEL time package with MY-T-FINE results!

Jeanette LeBrecht

Jeanette LeBrecht,
Vice President, Media
Grant Advertising, Inc.,
New York

Call your WLW Representative . . . you'll be glad you did!

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WLW-I Television Indianapolis
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WLW-A Television Atlanta
WLW-C Television Columbus
WLW Radio

Crosley Broadcasting Corporation

MONDAY MEMO

from WILLIAM C. CHAMBLISS, Space Technology Laboratories

Would individual licensing make advertising more respectable?

It is a rare experience these days to pick up a trade journal without reading about some new attack on the conduct of the advertising group. And these assaults occasionally find their way into the daily press and into periodicals not directly related to advertising. It matters not that these adverse utterances are largely undocumented generalizations.

Even advertising people appear to recognize that they are viewed with something less than widespread favor, for it has been announced that the American Assn. of Advertising Agencies has retained Hill & Knowlton to conduct a public relations campaign in behalf of advertising.

What Is an Ad Man? ▪ A fundamental weakness in the position of advertising people is that there is literally no definition of their capabilities or their standards of ethics. There is no definable meaning of the term "advertising man." Anyone can so designate himself and feel free from the peril of effective challenge. If a complete ignoramus or downright crook alleges that he is an "advertising man" it is impossible to point to an enforceable minimal level of competence or conduct against which the claimant can be measured and found wanting.

This is a pretty sad situation for a group which claims (and I think quite correctly) that its influence upon the lives of our people constitutes a significant factor in the health of our national economy. But the apparent growing, if unsupported, belief that its effect upon the health of the economy may be that of a disease could well result in some radical, unrealistic and dangerous statutory and regulatory actions.

Of course, we can point to various attempts to standardize practices in the advertising business. There is, for example, the Four-A Copy Code which has been in existence more than three decades. But can we, in pointing to that and other documents, say at the same time that they are absolutely binding upon advertising people? Obviously not. Hence, being unenforceable, they are without meaning as a warranty to the user or the recipient of advertising matter. And without such a demonstrated warranty, I find it difficult to believe that a public relations campaign can be convincing.

It would appear self-evident that whatever reformation or formal codification of competence and ethics is necessary should come from within the advertising community itself. There is still time for this to be accomplished. But the shortening of that time span is dramatically demonstrated by the rash of proposed legislation designed to affect the practice of advertising. In one state legislature there are over forty bills pending which bear on advertising.

I suggest that the advertising people themselves establish a requirement that any person who, for hire, engages in counseling another on the formulation and execution of advertising be required to possess a certification from an appropriate authority that he is professionally competent and enforceably subject to an established code of conduct.

Professional Standards ▪ To be eligible for such certification, I recommend that he be required to demonstrate, by examination conducted by a professional qualification board, his competence and his character. Specifically, I suggest these procedures:

I. Demonstrate by written examination: a. literacy, b. capability of communicating accurately, c. knowledge of the mechanics of advertising creation, d. knowledge of advertising, business practices, e. knowledge of media requirements, f. knowledge of the law relating to mass communication, specifically in these areas: (1) libel and slander, (2) copyright, (3) right of privacy, (4) misappropriation of ideas, (5) unfair competition, (6) contempt.

II. Demonstrate by personal record and by personal interview with a character committee; a. good moral character, b. knowledge of ethics of the advertising profession in these areas: (1) counsel/client relationships, (2) counsel/media relationships, (3) counsel/professional relations.

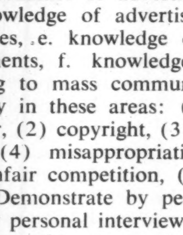
III. Undertake by oath to uphold and defend the U. S. Constitution.

Groundless Fears ▪ In discussions concerning the general proposition that advertising people should establish enforceable minimal standards of competence and conduct, I have encountered expressions of fear at my proposal that this be accomplished by the legislative creation of a licensing authority. Arguments range from concern that a state licensing procedure would curb freedom of expression to the belief that "you cannot license the practice of an art."

It is relevant to point out that doctors, lawyers and architects, to mention a few professions, have not been restrained in their freedom of expression by the requirement that they qualify for licenses to practice. And in all of those professions art is a major ingredient.

Enforcement by means other than licensing, if it were effective, would be a nice thing. But I have yet to hear how it could be accomplished. Black lists, secondary boycotts and combinations in restraint of competition are viewed with disfavor by the law. For a trade association to undertake to put an individual out of business for failing to conform to its extra-legal code would be to invite the punitive consideration of the courts.

There is also a fear, sometimes overtly expressed, that the establishment of enforceable standards might deprive a lot of people of their jobs. Standards formulated by persons outside the advertising business might well be so unrealistic as to deprive qualified people of their means of livelihood. But I profess a faith in our own people to devise standards which would protect the qualified advertising man and realistically protect the public, including clients, from the unqualified, conscienceless poseur.



William C. Chambliss, director of corporate communication, Space Technology Labs, began as a copy boy on the "New York Mirror" in 1924, and rose to assistant night editor while attending Columbia College and Columbia Law School. Joined 20th Century-Fox advertising-publicity in 1935. Entered active Navy duty in 1940 on the staff of Vice Admiral W. H. Halsey. Served in public information posts 1945-59 and retired as rear admiral and deputy chief of information. Joined STL in 1960.

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(AND WESTERN NEVADA)

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RADIO
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Modern new City Hall of Modesto — Stanislaus County seat.

Stanislaus County is an important market in California's great Central Valley. It is the 9th county in the entire United States in total farm income. Also, it is the first county on the Pacific Coast and 18th in the United States in retail sales per household — $5,107.00 per household. (Sales Management 5-10-61)

Stanislaus County is part of the area covered by Beeline station KBEE, Modesto. In fact all the important California Central Valley and Western Nevada markets are sold on the Beeline stations. And Beeline Radio delivers more of their radio homes than any other combination of stations, at the lowest cost per thousand. (Nielsen Coverage Service Report #2, SR&D)

McClatchy Broadcasting Company

KOH RENO
KFBK SACRAMENTO
KBEE MODESTO
KMJ FRESNO
KERN BAKERSFIELD

SACRAMENTO, CALIFORNIA
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

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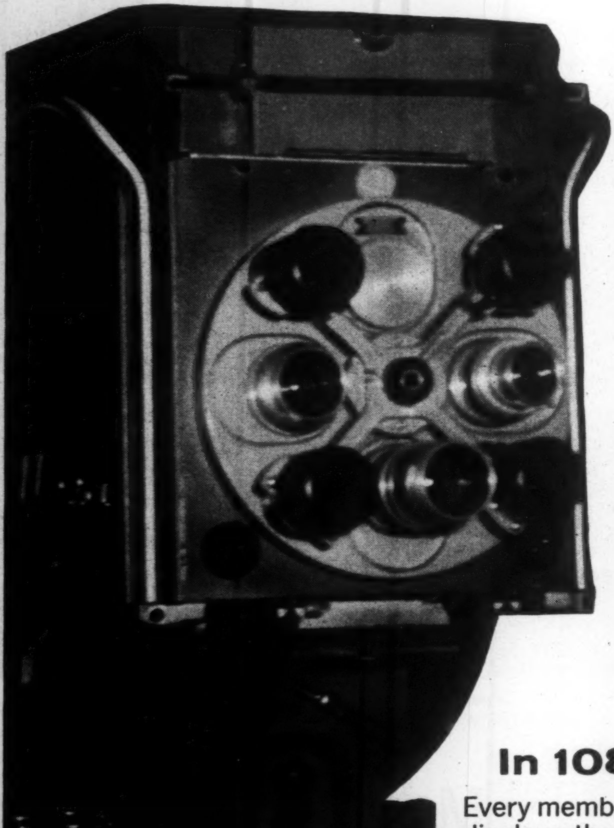
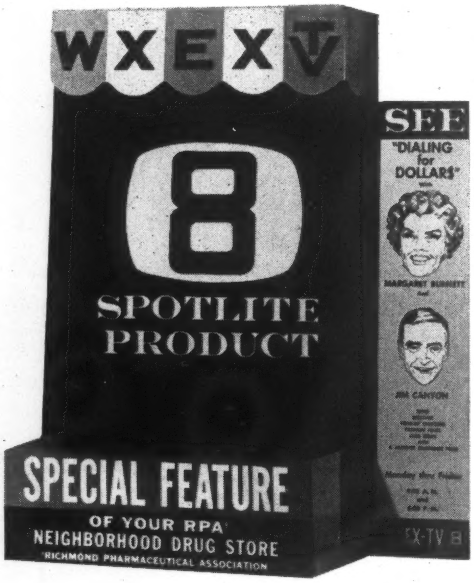


AND WE PUT YOUR PRODUCT IN HERE


WXEX TV
8
SPOTLITE PRODUCT
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"DIALING for DOLLARS"
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Every member of the Richmond Pharmaceutical Association displays the WXEX-TV Spotlight Product merchandiser in a high traffic area . . . gives you extra sales push at the point of purchase. Just one of the many outstanding merchandising services of the best buy in Richmond and Central Virginia: WXEX-TV. Call our representative for details.

NBC

NBC-TV Basic: Tom Tinsley, President; Irvin Abeloff, Vice President.
National Representatives: Select Station Representatives in New York, Baltimore, Washington and Philadelphia; **Adam Young** in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; **James S. Ayers** in the South and Southwest.

WXEX-TV

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
September 18, 1961, Vol. 61, No. 12

PROGRAM SOURCES DRYING UP?

Networks prime new-program source as syndicating slows

Off-network reruns fill remaining slots on most stations

We're 'freezing the wasteland' is one manager's comment

Television may be working itself down a dead-end street that leads nowhere but to total programming by the networks.

The time already is approaching when stations will be dependent on the networks for virtually all new programming except what the stations produce themselves.

- Production of programs for first-run syndication has virtually collapsed.
- The once-rich supply of theatrical movies is within a few years of exhaustion by most calculations.
- The big new source of station programming is off-network shows—those that have completed their network runs and have been released for syndication. They are currently being released in a torrent almost matching the deluge of pre-1948 movies which swept into television in the early 1950s.
- This combination of events means that more and more of the programs on tv throughout the U.S. will be either live network feeds or re-issues of shows that have had network exposure.

Most stations welcome the off-network shows as eagerly as they once greeted the old movies—possibly more so, because the off-network programs have a track record of network performance on which their impact with audiences can be judged.

Most also agree that much of this off-network material will get audiences to match, locally, those they achieved during their network runs. In many markets they have never been seen before because the network on which they appeared had no outlet there, and in these markets they will be "first run" in every sense. Even in the market where they were seen in network runs they will reach audiences who missed the network showing or who, even if they saw the network performance, have demonstrated before that they will tune in for a second, third or even further exposure.

It is at this point that opinion begins to divide sharply.

One Viewpoint ▪ Many stations contend that off-network shows are an indefinitely continuing source—that by the time those currently being offered have run their course, a fresh batch will have been built up out of current or still-unreleased network series and that these will fill the gaps created as the existing supply wears out.

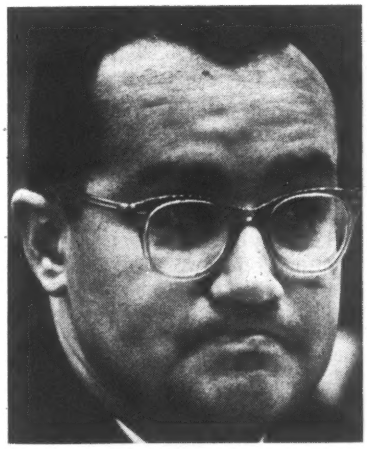
Others contend that it is mathematically impossible for this situation to continue indefinitely. These sources argue that, unlike the old movies, off-network shows have already been seen by millions of viewers not once but in many cases several times, through network re-runs, and hence in syndication may not be expected to have as long a viewing life, on the average, as the average old movie did.

This school also argues that although the supply of network programs available for off-network showing is only

Minow moves on clears despite Harris plea for more time

The clear channel deliberations of the past 16 years came to a final decision by the FCC last week.

Action was taken just one week after the commission had received a "request" from Rep. Oren Harris' (D-Ark.) House Commerce Committee that no final determination be made until Congress could act on pending legislation which would prohibit the agency from doing just what it now has done.



On a 5-1-1 vote, the commission decided to duplicate 13 Class 1-A clear channels (with 1030 kc added as a 25th Class 1-A) in widely scattered—and specified—areas.

The House Commerce request was sent to the commission Sept. 7 with only one dissenting vote from approximately 30 committee members. In moving ahead, the commission theorized that Congress still would have plenty of time to reverse the FCC action through legislation before actual duplicated service begins on any of the affected clear channels. Rep. John Dingell (D-Mich.), a member of the committee and prime mover of the status quo request, described the action as "rather brazen," however. (See page 36.)

Off-network programs in 1961

The number of off-network programs released to television in 1961 is 28, while only seven first-run syndication tv series were made available during the year.

The off-network shows by company are:

Official Films Inc.: *Peter Gunn, Yancy Derringer, Mr. Lucky, Wire Service* and *Du Pont Theatre.*

ABC Films Inc.: *Wyatt Earp. One Step Beyond, Casper the Friendly Ghost and Company* and *Consult Dr. Brothers.*

Ziv-United Artists: *Aquanauts, Bat Masterson,* and *Man and the Challenge.*

CBS Films: *December Bride, Wanted: Dead or Alive,* and *Angel.*

MCA-TV:*Staccato, Cimarron City, Overland Trail, Riverboat,* and *Suspicion.*

Screen Gems: *The Web.*

20th Century-Fox TV: *Hong Kong* and *Five Fingers.*

Wrather Corp.'s Telesynd: *The Lone Ranger.*

MGM-TV: *The Islanders* and *Asphatl Jungle.*

NBC Films: *Groucho Marx Show* and *The Deputy.*

The seven first-run series by company are Ziv-United Artist—*King of Diamonds, Ripcord* and *Everglades;* Independent Television Corp. *Whiplash;* Screen Gems Inc.—*Shannon;* Filmaster Inc.—*The Beachcomber* and TV Marketeers—*The Adventures of The Sea Hawk.*

PROGRAM SOURCES DRYING UP? continued

beginning to be tapped, the current off-network offers are drawn from a four- or five-year accumulation and will have to be replenished—if tv's experience with old movies is any clue—long before another comparable stockpile can be accumulated. Many off-network shows are "stripped" in daily showings, which can consume as much footage in one year as the series originally got in five on the network.

Repeated Wasteland ▪ Some of those who voiced concern over the far-reaching off-network trend were fearful also for other reasons. "If we have a wasteland in television programming now," said one station executive, "then what we're doing is freezing the wasteland for a long time to come." Another put the same thought in this way: "What we're doing is perpetuating the 'sameness' in television programming and stretching it out over a longer period of time. If a western is taken off the network and put into syndication and then is replaced on the network by a new western, what you have is summer reruns 40 times over."

There appeared to be little disagreement that, in any case, new sources of programming are needed to offset the in-breeding effect of wholesale transfer of old network series to syndication. A movement in that direction already is apparent, on a modest scale.

The consensus is that in the future more and more programming will (or must) emanate from (1) local production; (2) syndication of locally produced programs; (3) foreign imports, and (4) group station efforts.

Of these four sources, the import of foreign-made films is not expected to take up much slack in the near future, although programmers are hopeful for its long-term possibilities. Local production currently accounts for about 12½% of the average station's weekly output—slightly less in the case of network affiliates but close to almost 30% in the case of independents—and there appears to be a slowly growing trend in this direction, and also in cooperative group activity.

Syndication Failure ▪ The virtual breakdown in new production for syndication is attributed primarily to economics. Production costs are such—$40,000 to $50,000 minimum per episode—that in order to recoup their investment producers must charge prices that stations can afford to pay only if they can slot the programs in choice time periods. And choice periods appear to be the exception rather than the rule because of the heavy volume of network programs fed and carried in evening hours.

One multiple-station operator put it this way: "This fall, the networks will have practically a solid hold on everything from 7:15 p.m. till 11 p.m. Where would we put a first-run syndication show even if we bought it?"

He saw an urgent need not only for more local production—by all stations, regardless—but also for an opening up of more choice time for syndicated shows, either by voluntary action of the networks or by the FCC, and for an overall reappraisal of attitudes toward programming.

Better and Better ▪ A major part of television's problem, he contended, is its feeling—and the public's feeling—that every day's programming must be better than what was offered the day before. This "what-do-we-do-for-an-encore?" complex, he reasoned, not only imposes unrealistic pressures on programmers but is self-destructive because it brings disappointment to viewers when television fails in obviously impossible attempts to make everything better than whatever went before.

He maintained that the networks, as increasingly prime sources of both network and syndication programming, must reappraise their ideas of "where they want this business to go, in terms of program content." Realistically, he felt, the nature of programming must "drop back a bit" from the heady, fast-paced qualities and find a "middle course" which will appeal to and serve the public without piling one extreme on another.

Whatever the reasons for the cutback in first-run syndication production, it has been drastic—from 29 new syndicated shows in 1956 to not more than seven this year. The big market for independent producers now is in programming to sell to the networks, although they say they can quickly go back to wide-scale production for syndication whenever the demand exists for it.

Still Pull Audience ▪ Station executives told BROADCASTING that off-network programs are bought and scheduled because (1) They can still garner a rating because many viewers have not seen all the episodes during the network run; (2) Their price is approximately one-third less than for an average first-run program and (3) They can be slotted in prime time during their initial station exposure and subsequently scheduled in other periods or used as a daytime strip for second, third and fourth runs (stations obtain rights to multiple runs for these programs).

Seymour Reed, president of Official Films, summed up the views of many leading distributors when he commented: "It is true that our business goes in cycles and at present the economics of television dictates the widespread use of off-network programs. We know from our own experience with *Peter Gunn, Wire Service, Yancy Derringer* and *Mr. Lucky* that stations find them excellent vehicles. Many viewers have not seen them before and their production and star values have gained acceptance for them by local and national advertisers. We look for this type of program to continue for several years, at least.

Not Only Method ▪ "This does not mean that off-network is the only route to take to satisfy the programming needs of stations. I personally believe there will be more and more independent productions, which stress entertainment as well as information, that will find a place in tv.At Official we have just completed the first episode of our new half-hour *Biography* series, co-produced with David L. Wolper, which has had tremendous interest from advertisers and will be offered to stations by January."

Sam Cook Digges, administrative vice president of CBS Films, expressed the view that off-network programs can continue to be released "almost indefinitely." He conceded that some of these programs may alienate some audiences and may fall by the wayside, but he noted that there are many popular network programs that could fill the void. He reported that many station executives have asked him: "When are you going to release *I love Lucy* and *Perry Mason* to stations?" He believes that each year there will be a substantial number of off-network shows that can be spun off for local station use.

Dislikes Trend ■ A distributor who deplores the trend toward off-network programs is Richard Carlton, vice president in charge of sales for Trans-Lux Television Corp. But Mr. Carlton acknowledged that such shows are popular and attract audiences that have not seen them earlier. His objection, he said, is that constant repetition of these programs tends to eliminate "excitement, originality and experimentation" from the medium and ultimately can have "a long-range, deleterious effect" on tv. He noted that Trans-Lux, through its Television Affiliates Corp., hopes to bring "something new" to tv, starting next January, when the first of a group of 40 programs of a cultural-information nature, produced by local stations, will be distrubuted to TAC members.

The local television stations hold the key to the question of program supply, according to William J. Kaland, national program manager of the Westinghouse Broadcasting Co. He believes this has been a recurring question in broadcasting and adds: "Too many local stations have ignored the development of their own program staffs. They are forever looking to Hollywood or New York, to the networks, to every source except their own natural resource, the program staff. A competent program department at a local station can do things that no remote producer can ever do: It can produce strong local programs because the people know their own market. This takes effort, but broadcasting has always been a business of effort. It may cost money, but broadcasting finds a way to make it pay."

Trend Growing ■ Several distributors and station executives voiced the belief their will be a growing trend toward so-called "off-station" programs offered for syndication. Westinghouse Broadcasting for example, recently launched an ambitious undertaking, its 90-minute *PM East* and *PM West* programs, which have also been sold to seven stations outside the WBC group of five tv outlets. Other stations that have offered their programs for sales to other outlets include WNTA (TV) New York, WPIX (TV) New York, KCOP (TV) Los Angeles, WNEW-TV New York, KTLA (TV), KHJ-TV and KTTV (TV) Los Angeles and Corinthian Broadcasting Corp. Other stations, from time to time, have offered special programs they produced to other outlets.

Bennett Korn, executive vice president, television, Metropolitan Broadcasting, stressed that the independent station, such as his company's WNEW-TV and WTTG(TV) Washington, must be alert to the availability of programming from all sources since they have so much time to fill. His formula is to blend off-network with re-run and locally produced programs, and, in the latter connection, noted that WNEW-TV has had "wonderful acceptance" by other stations from its syndication of *Open End* and *A Way of Thinking* and its various special programs. He challenged the notion that programming sources are being restricted, pointed out that outles now have access to network, off-network, off-station and independently-produced programs.

Some station officials mentioned that first-run syndication programs could make a comeback if costs could be reduced. Several pointed out that the approach used on *The Beachcomber*, new series produced by Filmaster, which helped reduce burdensome distribution expenditures which run about 35% of production expenses.

Series Sold First ■ Station executives noted that on *The Beachcomber*, before full-scale production started, TV Stations Inc., a film buying organization that represents more than 100 stations, lined up commitments from about 50 stations. In essence, this series was presold. A similar cooperative effort by other stations conceivably could result in bringing other first-run tv film series into the marketplace.

Hi-Yo to syndication for Silver

A perennial of both television and radio, *The Lone Ranger*, is headed for off-network syndication. The Wrather Corp. announced last week it has formed a new division, Telesynd, to distribute to stations 104 half-hour episodes of the more than 200 filmed programs owned by Wrather.

The tv program series has been shown on various tv networks since 1949 and currently is being shown on both NBC-TV and CBS-TV. It will end its network cycles late this month. The radio program began on WXYZ Detroit in 1933 and had a long run.

Jack Wrather Jr., president of the Wrather Corp., announced that the company's new division will be managed by Hardie Friedberg, who formerly was general sales manager of Independent Television Corp., New York, and its predecessor companies for eight years. Mr. Wrather stated that the syndication of *The Lone Ranger* should "accrue substantial income to the corporation in its current fiscal year, while the timeliness of the series represents a long-range income potential for the company."

A spokesman for Screen Gems Inc. said SG "stands ready" to produce first-run programs, when and if there is a market. The company, he observed, brought out *Shannon* for 1961-62 and has other programs "waiting in the wings." He was reluctant to predict the future course of programming, commenting: "Television is such a volatile industry. Who can write history in advance?"

Lew Klein, program director of WFIL-TV Philadelphia, discounted the idea that programming sources will "dry up" once the supply of feature films and syndicate programs becomes exhausted. He indicated there will be a steady—if reduced—acceptance of networks programs in the future, but contended that programs will come from stations, independent producers and even from foreign sources. He thinks television, like motion pictures, will cull "the best" of programming from abroad, and noted that such organizations as the BBC-TV and Granada Tv already are making overtures toward U.S. television stations.

All Depends ■ Though distributors and station officials seemed to hold high hopes for off-network programs, they acknowledged that a continuance of the trend depends on their acceptance in tv markets throughout the country this year. Preliminary sales reports show that some of the product released several months ago including Official's four series and MCA-TV's four hour-long programs, have been sold in about 50 and 70 markets respectively. For the first time a large volume of such programs will be competing with one another for audience popularity.

Television officials agree the track record they chalk up promises to have a significant effect on the course of television programming over the next few years.

One television station executive, who castigated off-network programs for lowering many tv stations to the status of "second-run and third-run outlets," raised this question: "With the present climate in Washington, what excuse can a station have if it carries the violent off-network programs? And there are a lot of them."

He said stations have blamed networks for providing them with "violent" network programs, and added: "But what excuse could they give if the FCC asks why they are carrying 'violent' programs in local time?"

Food-grocery tv buying keeps booming

SIX-MONTH BILLINGS MORE THAN DOUBLE ANY OTHER CATEGORY

National tv advertisers spent $156,829,230 in gross time billings in the first six months of this year for food and grocery products. This was the top product category for the period, the total representing a gain in food and grocery billing of 8.3% over the six months a year ago.

Runnerup was cosmetics and toiletries with first-half-year billings of $72,279,095, an increase of less than 1% (.04 percent). Third highest billing was scored by advertisers of drug products: $65.9 million compared to $63.2 million in first-half 1960. Advertisers of tobacco products declined some $4.5 million in the period.

The breakdown into network and spot by product classification for the first six months of 1961 is being released today (Sept. 18) in a special Television Bureau of Advertising tabulation. Total tv gross time billings for network and spot for first-half 1961: $675,796,472, or some $24 million above the period last year.

The tabulation follows:

ESTIMATED EXPENDITURES : JANUARY-JUNE 1961

	Total Tv	Spot Tv	Network Tv
AGRICULTURE	$ 1,856,242	$ 725,000	$ 1,131,242
Feeds, meals	346,000	346,000	—
Miscellaneous	1,510,242	379,000	1,131,242
ALE, BEER & WINE	28,786,532	25,574,000	3,212,532
Beer & ale	25,158,613	22,077,000	3,081,613
Wine	3,627,913	3,497,000	130,919
AMUSEMENTS, ENTERTAINMENT	1,556,270	759,000	797,270
AUTOMOTIVE	30,366,598	8,546,000	21,820,598
Anti-freeze	5,000	5,000	—
Batteries	474,780	1,000	473,780
Cars	23,071,620	6,182,000	16,889,620
Tires & tubes	3,555,349	766,000	2,789,349
Trucks & trailers	647,215	151,000	496,215
Misc. accessories & supplies	2,205,142	1,441,000	764,142
Automotive institutional	407,492	—	407,492
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	9,208,389	982,000	8,226,389
Fixtures, plumbing, supplies	41,000	41,000	—
Materials	3,524,193	288,000	3,236,193
Paints	2,627,733	447,000	2,180,733
Power Tools	60,128	45,000	15,128
Miscellaneous	161,000	161,000	—
Industrial materials, institutional	2,794,335	—	2,794,335
CHEMICALS INSTITUTIONAL	113,112	—	113,112
CLOTHING, FURNISHINGS, ACCESSORIES	9,269,675	6,003,000	3,266,675
Clothing	4,741,824	3,631,000	1,110,824
Footwear	1,856,957	1,395,000	461,957
Hosiery	1,703,833	886,000	817,833
Miscellaneous	967,061	91,000	876,061
CONFECTIONS & SOFT DRINKS	31,688,226	18,912,000	12,776,226
Confections	19,596,090	10,868,000	8,728,090
Soft Drinks	12,092,136	8,044,000	4,048,136
CONSUMER SERVICES	20,578,870	9,030,000	11,548,870
Dry cleaning & laundries	45,000	45,000	—
Financial	1,867,094	1,361,000	506,094
Insurance	7,886,628	2,130,000	5,756,628
Medical & dental	384,668	148,000	236,668
Moving, hauling, storage	500,010	230,000	270,010
Public utilities	6,196,573	3,996,000	2,200,573
Religious, political, unions	860,711	637,000	223,711
Schools & colleges	103,000	103,000	—
Miscellaneous services	2,735,186	380,000	2,355,186
COSMETICS & TOILETRIES	72,279,095	28,925,000	43,354,095
Cosmetics	6,571,519	5,004,000	1,567,519
Deodorants	7,583,488	3,348,000	4,235,488
Depilatories	241,007	174,000	67,007
Hair tonics & shampoos	18,249,773	6,125,000	12,124,773
Hand & face creams, lotions	5,643,603	2,294,000	3,349,603
Home permanents & coloring	8,022,407	2,579,000	5,443,407
Perfumes, toilet waters, etc.	305,820	249,000	56,820
Razors, blades	5,759,592	1,424,000	4,335,592
Shaving creams, lotions, etc.	2,973,933	877,000	2,096,933
Toilet soaps	12,365,249	5,073,000	7,292,249
Miscellaneous	4,562,704	1,778,000	2,784,704

	Total tv	Spot tv	Network tv
DENTAL PRODUCTS	25,488,980	8,993,000	16,495,980
Dentrifices	17,963,290	7,785,000	10,178,290
Mouth washes	4,829,823	1,080,000	3,749,823
Miscellaneous	2,695,867	128,000	2,567,867
DRUG PRODUCTS	65,923,633	21,321,000	44,602,633
Cold remedies	13,593,994	5,292,000	8,301,994
Headache remedies	17,775,780	5,892,000	11,883,780
Indigestion remedies	7,786,206	4,012,000	3,774,206
Laxatives	6,559,215	1,920,000	4,639,215
Vitamins	6,453,303	1,681,000	4,772,303
Weight aids	3,423,863	560,000	2,863,863
Miscellaneous drug products	10,014,272	1,647,000	8,367,272
Drug stores	317,000	317,000	—
FOOD & GROCERY PRODUCTS	156,829,230	91,819,000	65,010,230
Baked goods	21,198,595	15,477,000	5,721,595
Cereals	24,844,055	7,919,000	16,925,055
Coffee, tea & food drinks	28,445,764	21,991,000	6,454,764
Condiments, sauces, appetizers	8,422,779	5,095,000	3,327,779
Dairy products	9,378,471	3,851,000	5,527,471
Desserts	3,161,998	1,171,000	1,990,998
Dry Foods (flours, mixes, rice, etc.)	16,729,014	6,156,000	10,573,014
Fruits & vegetables, juices	9,807,887	6,011,000	3,796,887
Macaroni, noodles, chili, etc.	2,126,238	1,327,000	799,238
Margarine, shortenings	8,229,330	6,289,000	1,940,330
Meat, poultry & fish	5,234,149	4,787,000	447,149
Soups	3,568,138	825,000	2,743,138
Miscellaneous foods	9,290,947	4,927,000	4,363,947
Miscellaneous frozen foods	2,282,865	1,884,000	398,865
Food stores	4,109,000	4,109,000	—
GARDEN SUPPLIES & EQUIPMENT	958,170	664,000	294,170
GASOLINE & LUBRICANTS	19,724,751	10,924,000	8,800,751
Gasoline & oil	16,255,661	10,444,000	5,811,611
Oil additives	488,837	316,000	172,837
Miscellaneous	2,980,253	164,000	2,816,253
HOTELS, RESORTS, RESTAURANTS	370,000	370,000	—
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES	34,241,882	14,412,000	19,829,882
Cleaners, Cleansers	18,000,292	10,223,000	7,777,292
Floor & furniture polishes, waxes	10,827,894	3,336,000	7,491,894
Glass cleaners	1,257,754	1,000	1,256,754
Home dry cleaners	19,437	8,000	11,437
Shoe polish	2,800,804	660,000	2,140,804
Miscellaneous cleaners	1,335,701	184,000	1,151,701
HOUSEHOLD EQUIPMENT—APPLIANCES	7,227,218	2,161,000	5,066,218
HOUSEHOLD FURNISHINGS	3,583,385	1,005,000	2,578,835
Beds, mattresses, springs	650,000	650,000	—
Furniture & other furnishings	2,933,835	355,000	2,578,835

"Charlotte's WSOC-TV... an important advertising entity in its area"—Bren Baldwin, K&E

"When a station has facilities, programming and promotion competently administered, it becomes an important advertising entity in its area. We know WSOC-TV is building its area coverage and audience on these basic factors, so we have scheduled Channel 9 for many of our clients."

BRENDAN J. BALDWIN
Vice President,
Kenyon & Eckhardt,
New York

WSOC-TV's modern facilities serve an area of nearly 3 million people with the Carolinas' finest programming. A continuing promotion and publicity program builds audience bonuses for both station and advertiser. In addition, WSOC-TV gives vigorous merchandising support that expands product distribution and multiplies sales. Schedule WSOC-TV. It is one of the great area stations of the nation.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by **H-R**

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton

	Total tv	Spot tv	Network tv
HOUSEHOLD LAUNDRY PRODUCTS	50,031,947	24,006,000	26,025,947
Bleaches, starches	7,743,732	4,452,000	3,291,732
Packaged soaps, detergents	38,281,987	17,403,000	20,878,987
Miscellaneous	4,006,228	2,151,000	1,855,228
HOUSEHOLD PAPER PRODUCTS	10,814,837	3,166,000	7,648,837
Cleansing tissues	1,493,455	755,000	738,455
Food wraps	3,439,452	133,000	3,306,452
Napkins	1,288,887	19,000	1,269,887
Toilet tissue	2,197,474	1,084,000	1,113,474
Miscellaneous	2,395,569	1,175,000	1,220,569
HOUSEHOLD GENERAL	7,798,796	3,148,000	4,650,796
Brooms, brushes, mops, etc.	558,104	118,000	440,104
China, glassware, crockery, containers	435,250	356,000	79,250
Disinfectants, deodorizers	2,848,001	827,000	2,021,001
Fuels, (heating, etc.)	405,591	248,000	157,591
Insecticides, rodenticides	2,074,642	831,000	1,243,642
Kitchen utensils	280,969	199,000	181,969
Miscellaneous	1,096,239	569,000	527,239
NOTIONS	117,042	88,000	29,042
PET PRODUCTS	7,975,637	3,898,000	4,077,637
PUBLICATIONS	2,811,240	1,707,000	1,104,240
SPORTING GOODS, BICYCLES, TOYS	3,057,790	1,320,000	1,737,790
Bicycles & supplies	37,000	7,000	30,000
Toys & Games	2,399,324	1,218,000	1,181,324
Miscellaneous	621,466	95,000	526,466
STATIONERY, OFFICE EQUIPMENT	869,990	130,000	739,990
TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	1,333,379	318,000	1,015,379
Radio & Television sets	813,463	54,000	759,463
Records	362,443	255,000	107,443
Miscellaneous	157,473	9,000	148,473
TOBACCO PRODUCTS & SUPPLIES	55,415,624	15,863,000	39,552,624
Cigarettes	50,227,564	14,052,000	36,175,564
Cigars, pipe tobacco	4,991,060	1,614,000	3,377,060
Miscellaneous	197,000	197,000	—
TRANSPORTATION & TRAVEL	2,575,829	2,542,000	38,829
Air	1,337,000	1,337,000	—
Bus	881,000	881,00	—
Rail	321,000	321,000	—
Miscellaneous	36,829	3,000	33,829
WATCHES, JEWELRY, CAMERAS	8,256,579	942,000	7,314,597
Cameras, accessories, supplies	5,187,934	306,000	4,881,934
Clocks & watches	1,541,095	11,000	1,530,095
Jewelry	17,000	17,000	—
Pens & pencils	1,164,148	545,000	619,148
Miscellaneous	346,420	63,000	283,420
MISCELLANEOUS	4,687,056	3,674,000	1,013,056
Trading stamps	1,023,993	495,000	528,993
Miscellaneous products	2,194,899	1,856,000	338,899
Miscellaneous stores	1,468,164	1,323,000	145,164
TOTAL	675,796,472	311,927,000	363,869,472

Network Source: TvB/LNA-BAR
Spot Source: TvB-Rorabaugh

Agency appointments...

- Harwyn Publishing Corp., New York, has appointed Grant Adv., that city, to handle advertising of its "Art Linkletter's Picture Encyclopedia for Boys & Girls." Billing will be in excess of $500,000.

- Cary Maple Sugar Co., St. Johnsbury, Vt., appoints Smith/Greenland Inc., New York, as advertising agency for Cary's Gold Cup Maple Syrup.

- The Dairy Council of California has appointed the McCarty Co. with offices in both San Francisco and Los Angeles, two major milk sales areas in California, to handle advertising and sales promotion of milk and dairy byproducts. Herb C. Brown, vp of the agency in Los Angeles, will be account supervisor. Sherwood Armstrong, San Francisco, will be account executive for the northern part of the state: Byron Fellows, Los Angeles, will serve in a similar capacity for southern California.

Tv network gross billings

	July 1960	July 1961	July % Change	January-July 1960	January-July 1961	January-July % Change
ABC	$12,529,660	$14,296,970	+14.1	$ 89,480,230	$108,933,010	+21.7
CBS	23,442,997	21,975,774	— 6.3	161,794,106	154,915,301	— 4.3
NBC	19,805,457	21,860,668	+10.4	140,797,855	158,125,877	+12.3
Total	$55,778,114	$58,133,412	+ 4.2	$392,072,191	$421,974,188	+ 7.6

Month By Month 1961

	ABC	CBS	NBC	Total
January	$15,898,310	$22,894,855	$23,031,118	$61,824,283
February	14,939,180	20,928,850	21,203,055	57,071,085
March	16,577,140	23,085,353	23,952,458	63,614,951
April	15,791,220	21,989,913	22,003,383	59,784,516
May	16,197,190	22,253,355	23,229,565	61,680,110
June*	15,233,000	21,787,201	22,845,630	59,865,831
July	14,296,970	21,975,774	21,860,668	58,133,412

*Figures revised as of September 5, 1961.

Network tv gross time billings by day parts

	July 1960	July 1961	July % Change	January-July 1960	January-July 1961	January-July % Change
Daytime	$15,899,133	$17,664,213	+11.1	$116,240,090	$138,883,275	+19.5
Mon-Fri.	13,399,647	15,036,131	+12.2	96,241,450	117,070,526	+21.6
Sat.-Sun.	2,499,486	2,628,082	+ 5.1	19,998,640	21,812,699	+ 9.1
Nighttime	39,878,981	40,469,199	+ 1.5	275,832,101	283,090,963	+ 2.6
Total	$55,778,114	$58,133,412	+ 4.2	$392,072,191	$421,974,188	+ 7.6

Source: TvB/LNA-BAR

New Oklahoma agency

Formation of the Burke-Jordan Agency, advertising-public relations firm with offices in Oklahoma City and Norman, Okla., was announced last week. Principals include Joe E. Burke, who has headed his own Norman agency since 1959, and Warren (Doc) Jordan, formerly account executive for the Beals Adv. Agency, Oklahoma City. Norman headquarters of Burke-Jordan are in the Insurance Building, telephone Jefferson 6-0040; Oklahoma City office is at 1300 N. Broadway, telephone Central 6-0050.

Fones forms agency

Jack Scott Fones Inc., a new public relations-publicity agency, has begun operations in New York, John Scott Fones, founder and president, announced last week.

Mr. Fones, previously handled publicity for Ben Sonnenberg, N. Y., personally supervising Philip Morris, Lipton Tea, Chesebrough-Pond, Greyhound and other major accounts. Philip A. Williams III has been named vice president of the new organization. He has held executive positions with ABC-TV Films, United Artists and Ziv Television Programs Inc.

Watkins Glen . . . GRAND PRIX

Richard "Tex" Hopkins, official starter, shows his distinctive form at the starting grid, Watkins Glen, N.Y.

Photo by Charles Spear

A THRILLING HALF-HOUR SERVICE FEATURE

A flash of green, the roar of 28 racing engines and drivers of the world's most powerful sports cars are off the starting grid in the 14th Annual Watkins Glen Grand Prix. AND now for the first time anywhere . . . the Triangle Stations are producing a 30-minute TV film of this thrilling classic . . . offering for your local audiences the pulse-pounding, "here and now" excitement that makes sports car racing one of America's leading attractions.

The film will bring viewers right to trackside . . . capture the colorful pageantry of America's oldest road race . . . present the race in split second narrative with NEWS IMPACT. Get this dynamic service feature exclusively for your market—first come, first served—it's sure to bring top ratings and top revenues. Filmed in color, and black and white, the races are scheduled for September 22-23 and prints will be available in late October. Write, wire or phone today for costs.

The Triangle Stations are producers of the racing film: SEBRING, THE 12 HOUR GRIND. This widely acclaimed program was broadcast by stations from New York to Hawaii. Share of audience as high as 34%!

ANOTHER CREATIVE PROGRAM DEVELOPMENT OF THE TRIANGLE STATIONS, 46th & MARKET STS., PHILA., PA.

Triangle National Sales Offices: New York/Chicago/Los Angeles/Baltimore

PUBLIC TASTE MOLDS TV

NL&B Harper fires back at criticism that tv has failed to serve public interest

"Television programming reflects more than it affects public taste," cautioned Paul C. Harper Jr., president of Needham, Louis & Brorby, Chicago, in an address before the Ad Club of Washington last week.

"People," he said, "are still interested in what they always have been—laughter, an occasional tear, the thrill of the chase and plenty of reassurance that other people have problems just like theirs." He compared William S. Hart, western hero of 30 years ago, with James Arness of *Gunsmoke* and Shakespeare's Falstaff of 300 years ago with the clowning of Red Skelton.

"To most people television is a source of entertainment and nothing else. These are the things they look for when they turn on the set. The only basic change is that people are more entertained today than they were 50 years ago."

The agency president attacked the fact that television has been criticized as not serving in the public interest; that the public has no choice—conventional entertainment or nothing. From September 1960 to Aug. 31, 1961, he pointed out, the three networks devoted (in prime time) 281 hours (combined time) to informational, educational and news programming, an average of 55 minutes every night, seven days a week, all year long. These programs, explained Mr. Harper, drew an audience of only 17% of the families who had their sets on.

"The public was given a choice—and it chose entertainment," he added.

This is not to imply, he emphasized, that television programming is perfect and cannot be improved upon. Rather he indicated that changes in certain areas are necessary—but must be made within the commercial context.

Mr. Harper

"They [changes] cannot be made by treating the stations and the networks as if they had no stockholders, as though they were alone responsible for the cultural level of the country. They cannot be made without recognizing the staggering creative requirements of television," Mr. Harper charged.

He called tv the "most intrusive" of the mass media, the "most controversial" and the "most vulnerable," saying that most of the controversy is being conducted in a vacuum with no reference to the basic choice involved. He advised the critics to review three basic concepts in television—costs, risks and talent availability—before suggesting any drastic changes in current network programming policies.

Specifically, Mr. Harper suggested these improvements:

- Better production values. Tighten the standards of writing, acting and producing. Offer more skillfully plotted scripts, better characterization, better casting and acting and better camera work. It pays off. He cited the audience loyalty of *Wagon Train, Jack Benny* and *The Real McCoys* as three widely different programming types that have exemplified this theory.
- More creativity. Resort to less frenzied duplication of existing formats and open the doors to new programming ideas such as *Candid Camera* and *The Flintstones.*
- Encourage young talent at the local level. Here every station—independent, affiliated or network owned and operated—has an opportunity and a responsibility to raise the levels of creativity and craftsmanship. The testing ground of the fledglings often cannot be at the network level. The cost and risks are too great. New talent should begin at the local level; rewards may be slow in coming but it seems to be the only way to meet the insatiable demand for entertainment—and at the same time maintain standards.
- Confine crime shows to late evening hours. Revert back to the rule of radio days when all such programming was placed at 9 p.m. or later.

In his summation, Mr. Harper reminded the critics that if television is to survive, it cannot get too far ahead of popular taste, and there is evidence in certain areas that it is ahead rather than behind in this respect.

Pick-a-Pair success

Budweiser Beer's "Pick-a-Pair" promotion in June and July, which was heavily supported by radio and tv advertising (BROADCASTING, March 20), proved even more successful this year than before, Anheuser-Busch Inc., St. Louis, has announced. Over 21 million Budweiser 12-ounce can six-packs were sold during the campaign, the sponsor said, an increase of more than one million six-packs over the same period of 1960. Adding in six-packs of other size containers, total sales this year hit a record high of 30.2 million six-packs, Anheuser-Busch said. Agency is D'Arcy Adv., St. Louis.

NEW SALES APPROACH

Two-man teams to cover agencies for radio rep

An expansion of Broadcast Time Sales, radio station representative, and the introduction of a new system of selling agencies were announced last week by BTS officials.

The expansion, announced by President Carl L. Schuele, includes larger quarters for the New York-based firm's Philadelphia and Detroit offices, the appointment of a new manager in Detroit, and the addition of two salesmen and an office manager in the New York headquarters.

The new system of selling agencies, a team operation which concentrates on both timebuyers and the decision-makers at higher agency levels, is designed to attract new business for radio and was described by Executive Vice President Mort Bassett as probably the first of its kind—in method of operation—among national representation firms.

Mr. Bassett described the system thus:

"Effective immediately, each of the major agencies will have double coverage and service by BTS. The BTS sales staff has been redesigned on a team basis, each consisting of two salesmen—one with a minimum of 10 years experience, an officer of the company, and the other an account executive with years of experience working with timebuyers.

"Both team members work closely with the buyers, insuring maximum effectiveness so far as presentations and service are concerned. In addition, this new system enables a greater degree of in-depth selling at all levels within the agencies by a seasoned creative sales

when you think

NEW YORK
RADIO

think

wmca

wmca
THE VOICE OF NEW YORK
570 kc
the straus broadcasting group

Represented by AM Radio Sales

'The Eichmann Trial' on W-TEN – Albany-Troy-Schenectady

and on all stations also presenting the courtroom telecasts, brought to America through the enterprise of Capital Cities Broadcasting Corp.

1. Mort Blender sets camera for street-interview. 2. Eichmann under guard. 3. Marc Edwards catches action at Israel's Independence Day Celebration. 4. Jack Williams readies camera and microphone for local-color telecast. 5. Executive producer Milton Fruchtman (dark coat) supervises control room.

"As part of the Capital Cities organization, W-TEN is happy to share in the tributes paid to telecasts of the Eichmann Trial. It is heartening to see the interest taken in these programs by the entire community. From experience in our own area, I feel sure that the Eichmann telecasts are adding to the community stature of every station presenting them."

Daniel B. Burke
General Manager
Station W-TEN

Prime example of program leadership by alert management, enabling creative talent continually to build new vision into Television on stations represented by **BLAIR-TV**

'Of Incalculable Value'

Week after week since April 11, America has watched . . . and wondered . . . and winced!

Winced at the villainy laid bare once again, during the trial of Adolf Eichmann.

Little of importance can be added to the words already poured forth regarding that villainy. But for the record of Television itself, it *is* important to note that the comprehensive courtroom coverage was brought to America through the enterprise of W-TEN's parent organization, Capital Cities Broadcasting Corporation.

By calling on the combined staffs of its stations, Capital Cities sent a team of pro's to Jerusalem. News-director Marc Edwards of W-TEN had the effective cooperation of Mort Blender from WPRO-TV and Jack Williams of WTVD. Chosen as executive producer was Milton Fruchtman, veteran director of special-events network telecasts.

Logistics presented many problems. Including cameras, microphones, mobile-remote trucks, power-units, cable, tape and control-room facilities, more than $200,000 was required in equipment alone. And more than six million miles were covered by planes of El Al Airlines in flying session-tapes to the U.S.

So, day-by-day as the drama unfolded, millions of Americans sat-in on an event of great historical significance. As one close observer of television summed it up: "Capital Cities deserves full credit for a major achievement—a service of incalculable value to Israel, to America, and to Humanity itself."

* * * *

To Blair-TV, alert human-interest programming by great stations like those of Capital Cities, is a constant source of inspiration. We are proud to serve more than a score of such stations in national sales.

BLAIR-TV

Televisions's first exclusive national representative, serving:

W-TEN—Albany-Schenectady-Troy
WFBG-TV—Altoona-Johnstown
WNBF-TV—Binghamton
WHDH-TV—Boston
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KTVT—Dallas-Ft. Worth
KOA-TV—Denver
KFRE-TV—Fresno
WNHC-TV—Hartford-New Haven
WJIM-TV—Lansing
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WOW-TV—Omaha
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—Tampa-St. Petersburg

executive officer."

Upstairs at the Agencies ▪ The "problem" in "selling upstairs" as well as at the timebuyer level, Mr. Bassett said, traditionally has been in keeping the buyers fully informed on what is being pitched at other agency levels, and in developing a plan that would enable buyer and seller to work in harmony on specific creative projects. The BTS team plan, he said, overcomes these obstacles, and the reaction of buyers, sounded out privately, has been "encouraging, especially as it concerns them personally: they see in this the possibility of an eventual increase in radio billing, which further adds to the radio buyer's importance in the overall agency structure."

Mr. Bassett said BTS would start with three two-man teams concentrating on 30 major agencies and would expand the operation to six teams covering all agencies in the near future. The plan also will be extended to BTS' offices outside New York on a market-by-market basis, he reported.

Initial project in the in-depth team plan is a so-called "BTS copy-testing group" package of five test-market stations where advertisers may try out the effectiveness of their commercial copy before placing it in a national campaign. The teams will try to sell the advantages of this radio test at all agency levels: buyer, account men, media directors, etc. The five stations are WAYS Charlotte, N. C.; WVCG Miami, Fla.; WHP Harrisburg, Pa.; WMNI Columbus, Ohio, and WCSH Portland, Me.

Another feature of the new plan is an eight-minute record. "Portraits in Sound," stressing the sales effectiveness of radio generally. The record was produced by BTS in cooperation with the Thoms radio stations and copies are given to prospects after each presentation.

Survey ▪ Officials said the in-depth system was developed after a special survey, conducted for BTS by Trendex, among decision makers at the 100 top advertisers, indicated definite need for this type of radio salesmanship, especially in view of aggressive sales efforts at all agency levels by print and tv salesmen.

The plan also was designed to use most effectively, BTS officials said, the 25 hours a week available to salesmen for calling on agencies. These are the hours from 9:30 a.m. to noon and from 2:30 to 5 p.m., Monday through Friday. A survey of local sales staffs of New York stations, BTS said, showed that for the average salesman these hours are used approximately as follows (not counting business lunches and dinners, business entertainment, etc.):

Ten hours a week on general calls, initiating new business and pre-selling; five hours a week filling requests for availabilities or other specific information; five hours a week servicing clients on schedules already sold; two-and-a-half hours spent en route to and from agencies and waiting in reception rooms, and two-and-a-half hours on competitive presentations.

Personnel Changes ▪ In the overall BTS expansion President Schuele said Wendell Parmelee, who joined BTS two months ago after 15 years as WWJ Detroit sales manager, was being named manager of the Detroit office, which is moving to larger space within the Penobscot Bldg. The Philadelphia office

Commercials in production

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager, and approximate cost of commercial.

CBS Animations, 477 Madison Ave., NYC 22

Associated Investments, four 30s, two live, two animation, film. Art Bartsch, prod. mgr. Agency: Foote Cone & Belding; John Rundell, prod. mgr.

Friend Bros. (baked beans), three 10s, animation, film. Art Bartsch prod. mgr. Agency: Hoag & Provandie Inc.; Doc Lombardie, a.e.

General Motors (Oldsmobile), one 15, tech. animation, film (for inset on tape). Art Bartsch, prod. mgr. Agency: D. P. Brother; Mel Furney, a.e.

H. W. Lay & Co. (Lay's potato chips), five 60s, one 10, animation, film. Art Bartsch, prod. mgr. Agency: Liller, Neal, Battle & Lindsey Inc.; Paul Patterson a.e. and prod. mgr.

National Biscuit Co. (Fig Newtons, Baronet), two 60s, animation, film. Art Bartsch, prod. mgr. Agency: McCann-Erickson; Bill Wockman, prod. mgr.

Olympia Business Machines (typewriters), one 180, one 60, live and animation, film. Art Bartsch, prod. mgr. Agency: Mann-Ellis; Ed Murray, a.e.

Films Five Inc. 18 East 50th St., NYC 22

Delco (automotive equipment), one 15 (opening billboard), animation; three 12s live-animation; film. Nox Lempert, prod. mgr. Agency: Campbell-Ewald; Peter Miranda, a.e.

Transfilm-Caravel Inc., 445 Park Ave., NYC 22

American Home Products (Dristan), three 60s, three 30s, live, film. Agency: Tatham-Laird.

Philip Morris (Marlboro), three 30s, live, film. Agency: Leo Burnett.

memo to:
Alice Wolf

WILS
DOMINATES THE
LANSING
MARKET

9 OUT OF THE TOP 10
NATIONAL SPOT RADIO
ADVERTISERS USE WILS

- Ford Motor Co.
- R. J. Reynolds Tobacco Co.
- Chrysler Corp.
- General Motors Corporation
- Anheuser Busch, Inc.
- Liggett & Meyers Tobacco Co.
- American Tobacco Co.
- Joseph Schlitz Brewing Co.
- Sinclair Refining Co.

35 OUT OF THE TOP 50 NATIONAL
SPOT RADIO ADVERTISERS* WITH
DISTRIBUTION IN THE WILS MARKET
USE WILS RADIO

*Radio Advertising Bureau - 1959

116

RADIO
WILS
LANSING
1320

24 HRS/DAY
5000 WATTS DAYS
1000 WATTS NIGHTS

represented exclusively by
Venard, Rintoul and McConnell

is moving to larger quarters at a new address, 1713 Spruce St.

George Beavers, with WCBS New York for the past year, is rejoining the BTS New York sales staff. Joe Levy, formerly of Grey Adv. and WPTZ Plattsburgh, N. Y., also has been added to the New York sales force, and Miss Amy Koenig, formerly with The Bolling Co. and before that with other rep organizations, has joined BTS as office manager, a new post.

Business briefly...

Gulton Industries Inc., Metuchen, N.J., will launch a two-month campaign for its line of Life Lite Rechargeable Flashlights, starting in November. Announcements on NBC-TV's *Jack Paar Show* and a tv spot drive in nine markets will be used. Agency: Compton Adv., New York.

Icelandic Airlines, New York, will conduct a saturation radio campaign in Wisconsin Sept. 24-Nov. 26. The drive, using 37 radio stations in that state, will follow a visit of 10 European travel specialists to 120 Wisconsin cities and towns. Agency: Wendell P. Colton Co., New York.

Purex Corp., New York, will sponsor a series of eight daytime *Purex Specials for Women* on NBC-TV for the second year, beginning Thur., Oct. 19 (3-4 p.m. NYT). Agency: Edward H. Weiss & Co., New York.

Clairol Inc., New York, has bought two full-hour NBC News documentaries on American high society. The programs, *The Vanishing Four Hundred,* and *Story of a Debutante,* will be presented on NBC-TV in early 1962. Agency: Foote, Cone & Belding, New York.

Triangle plans news in 42-second breaks

A major station group—The Triangle Stations—has set a policy on 42-second prime-time station breaks which go into effect on tv networks this fall. Triangle's decision is to slot a regular 20-second commercial announcement adjacent to a 20-second news bulletin in which approximately 10 seconds will be devoted to news headlines and the 8-10 seconds remaining for a commercial.

Each advertiser will be limited to one news bulletin each night. The bulletins cannot be replaced by regular 20-second commercials, and if sustaining, must occupy the full 20 seconds or can be a combination of news headlines and a public-affairs message. At least two such 20-20 nighttime breaks will be scheduled each night.

Two seconds in the 42-second break are allowed for station identification.

Triangle tv stations include WFIL-TV Philadelphia, WFBG-TV Altoona, Pa., WLYH-TV Lebanon, Pa.; WNBF-TV Binghamton, N. Y.; WNHC-TV New Haven, and KFRE-TV Fresno.

The new book look

Some of the critics of blatant, hard-sell tv commercials may take cheer with the start yesterday (Sunday) of the Book-of-the-Month Club's one-station sponsorship of *Meet the Press* on WNBC-TV New York. NBC-TV's *Meet the Press* series is sold on a local basis, and in the New York presentation, reviewer Clifton Fadiman, a member of Book-of-the-Month Club's editorial board, will sell books in the traditional commercial sense and comment on them purely as a critic, according to Peter M. Affe, WNBC-TV station manager. In one-minute announcements at the opening of the programs this fall, Ben Grauer will talk about the club and will advise viewers to stay tuned for Mr. Fadiman's two-minute reviews at the close of *Meet the Press.* The agency for Book-of-the-Month Club is Telesales Inc., New York.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Sept. 7-13 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., Sept. 7	**The Untouchables** (9:30 p.m.)	ABC-TV	22.9
Fri., Sept. 8	**Person to Person** (10:30 p.m.)	CBS-TV	21.9
Sat., Sept. 9	**Miss America Pageant** (9:30 p.m.)	CBS-TV	36.5
Sun., Sept. 10	**Hurricane Special** (11:15 p.m.)	CBS-TV	23.6
Mon., Sept. 11	**Barbara Stanwyck** (10 p.m.)	NBC-TV	16.3
Tue., Sept. 12	**Alfred Hitchcock** (8:30 p.m.)	NBC-TV	14.7
Wed., Sept. 13	**Naked City** (10 p.m.)	ABC-TV	17.9

Copyright 1961 American Research Bureau

GREAT INSTITUTIONS

...remembered for performance

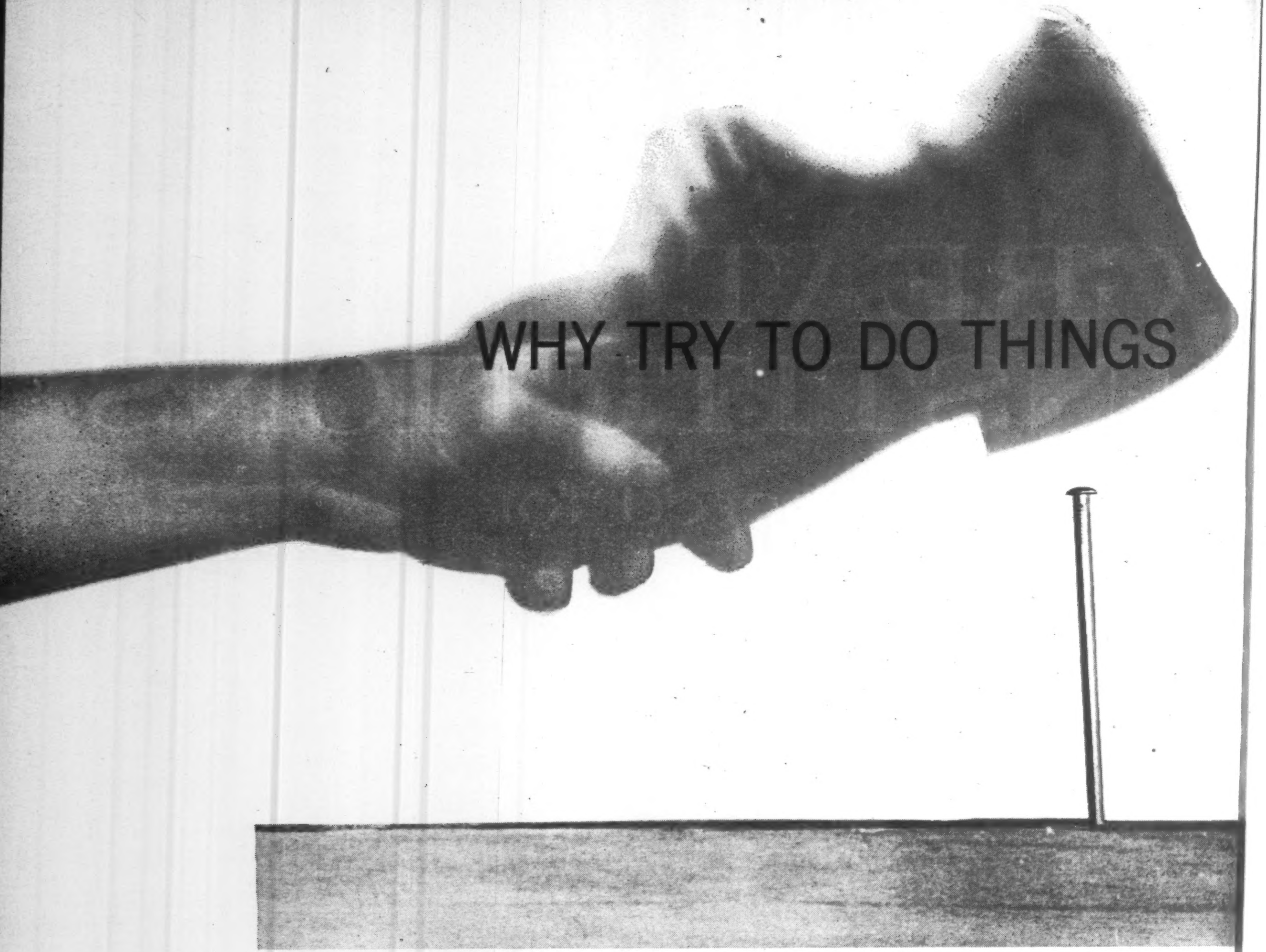
LA TRAVIATA

RUDOLF BING
General Manager

METROPOLITAN OPERA

KWTV
OKLAHOMA CITY

KWTV · OKLAHOMA CITY Represented nationally by Edward Petry & Company, Inc.



WHY TRY TO DO THINGS

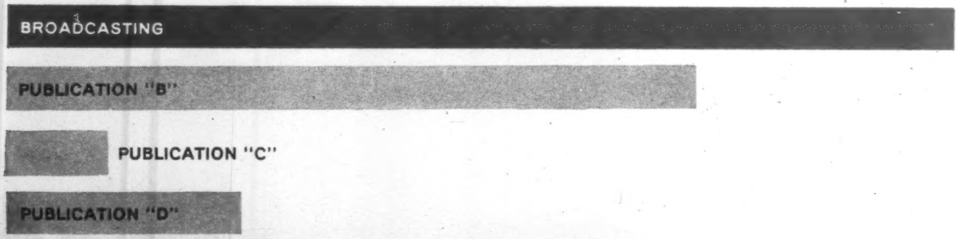
Advertising an advertising medium to advertising people is a bit like selling soap to P & G. It takes something really special. That's why a recent study by A. C. Nielsen — world's largest marketing research organization — among executives responsible for major media, market and station decisions at the 50 biggest TV and radio advertising agencies has some significant news for you.

Among other questions, Nielsen asked them —

"To best reach you, which publication would you recommend a station to use for its advertising?"

The answers, predominantly, were apportioned among four business publications which concern themselves with both broadcast media, or with television alone.

BROADCASTING scored 42% ahead of publication "B" — and 185% ahead of "C" and "D" combined:

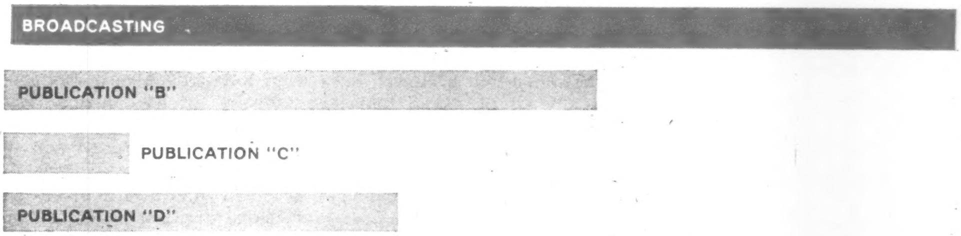


THE HARD WAY?

Conclusive as that is, look what happened when Nielsen asked this follow-up question—

“In which publication would a station’s advertisement be likely to have the most impact on you?”

Here, BROADCASTING gets 57% more preference than publication “B”—and 80% more than “C” and “D” combined:



These are no little margins — particularly when you consider they represent the expert opinion of important decision-makers at the “Top 50” agencies investing nearly **1½ billion dollars** of their clients’ money in TV and radio annually. What’s more, the same Nielsen survey shows that these advertising leaders place BROADCASTING *first* (1) in readership for broadcast media news and information; (2) in their preference for reports of current trade events; (3) as the publication in which they have most confidence; and (4) as the publication they find most useful.

This is the kind of ideal editorial climate wherein top agency people (as well as the important advertisers who are their clients) are most likely to be reached, most effectively, by your advertising messages. In fact, *they say so themselves.*

WHY NOT DO THINGS THE EASY WAY? Take the advice of your own best prospects. Tell them your sales story via the well-studied pages of BROADCASTING.

NOTE: Of BROADCASTING’s guaranteed 26,000 circulation, approximately one out of every three copies goes to an agency or advertiser reader each week. And the bulk of BROADCASTING’s 8,868 agency-advertiser distribution (unlike that of publications “B”, “C” or “D”) is *paid* circulation, verified by the Audit Bureau of Circulations. *Only* BROADCASTING, among these four TV and radio business journals, qualifies for ABC membership.

BROADCASTING
THE Businessweekly of Television and Radio
1735 DeSales Street, N.W., Washington 6, D.C.
New York — Chicago — Hollywood

WHLi
"THE VOICE OF LONG ISLAND"

known by the companies we keep!

FOOD STORE SALES*
$813,854,000
SOME "BLUE CHIP" ADVERTISERS USING **WHLI** TO REACH BIG, RICH LONG ISLAND MARKET

A & P
Bohack
Fischer Baking
General Foods
Hills Supermarket
Horn & Hardart
Krauss Meats
Standard Brands
Swift & Co.
. . . and almost every major national food manufacturer, processor and distributor

5TH IN TOTAL FOOD STORES SALES IN THE UNITED STATES

*Nassau-Suffolk, (Sales Management 1961)

Over 400 top advertisers chose WHLI in 1960-1961. Will you be on the "preferred" list in 1961-1962?

10,000 WATTS
WHLI AM 1100 FM 98.3
HEMPSTEAD
LONG ISLAND, N. Y.
the voice of long island
Represented by Gill-Perna

Bell & Howell sticks with 'Close-Up!'

SIGNS WITH ABC-TV FOR TWO MORE YEARS OF PROGRAM

Bell & Howell will "stick with public-service broadcasting." That's the promise of Charles H. Percy, board chairman of the photographic equipment company, who said last week that Bell & Howell has signed a contract with ABC-TV to continue its sponsorship of *Close-Up!* through 1963.

Mr. Percy, who addressed the Sales Executives Club of New York last Tuesday (Sept. 12), said: "We have found that the answer to the economic welfare of the company and the general welfare of the country are not at all irreconcilable.

"Effective business communication is a transaction that involves the whole man. . . . Bell & Howell will continue to serve both the economic and social interests of people because we believe our customers are whole persons—not half and half."

Referring to Bell & Howell's tv public-service programming philosophy, Mr. Percy said the company's marketing management has had a "major voice in delineating some rather unorthodox and perhaps bold concepts in connection with correlating our own self-interest with the interest of the American public at large." Over the past two-to-three years, he stated Bell & Howell has invested virtually all of its ad budget in public-affairs programs covering such issues as integration, the missile lag, racial discrimination, birth control, communism in Latin America, and "featherbedding."

Good For Sales ▪ Mr. Percy emphasized that the company's studies have shown the "substantial direct effect" of this programming on sales of its products, "and we have no evidence of any negative effect on sales."

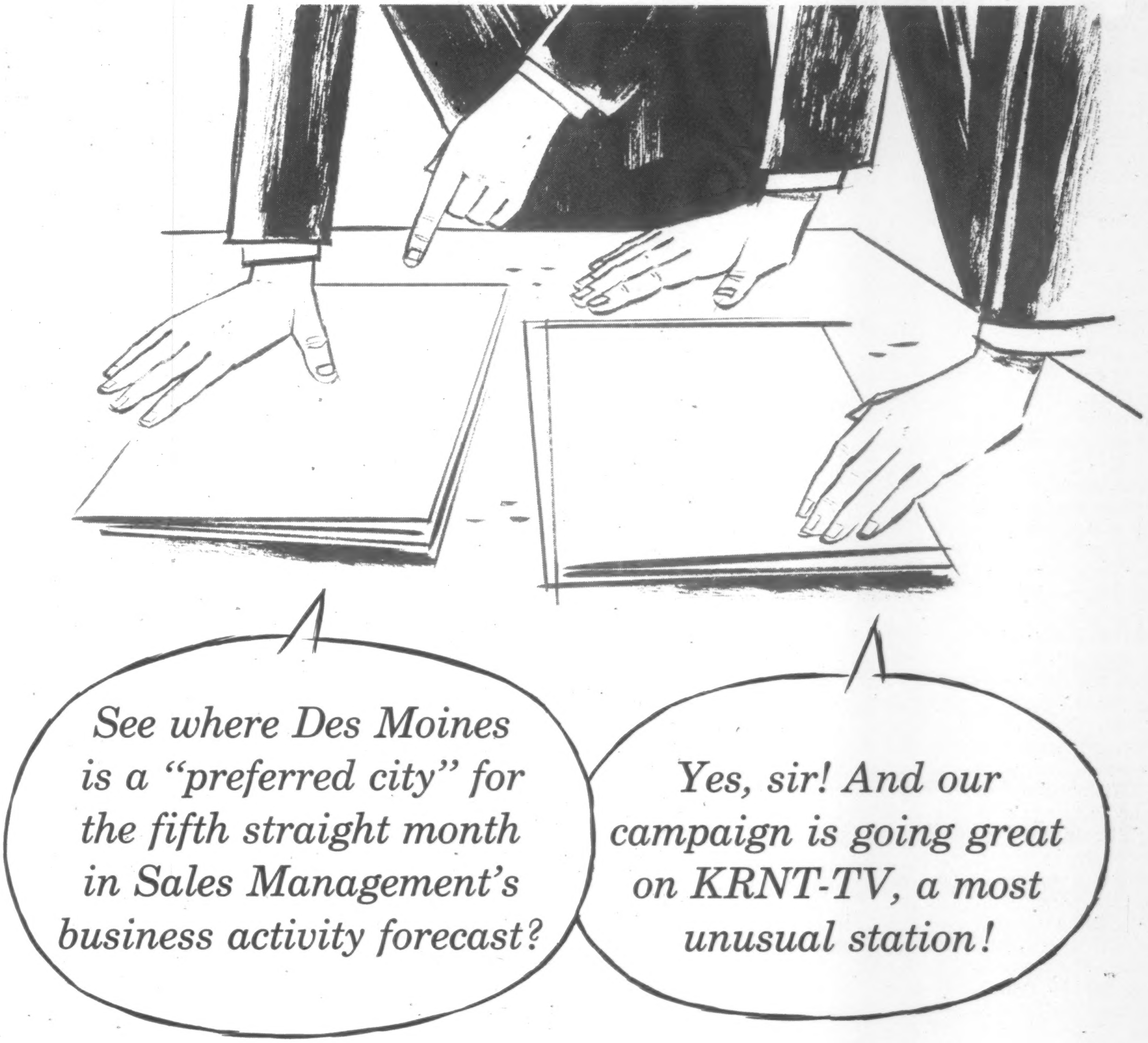
He told the executives, representing scores of major U.S. companies, that "one task that American business can undertake is the support of all types of responsible media that inform and enlighten and help us as a people to take a more responsible position on the burning issues of the day."

In spite of the "smaller audiences" for "serious" tv programming, "and however attractive the siren song of escape entertainment," Mr. Percy declared the task must be tackled.

Closed Circuit Preview ▪ ABC News last Wednesday (Sept. 13) presented a special closed circuit program over 100 tv stations which previewed the coming season of *Close-Up!* Affiliates were shown excerpts from "Walk in My Shoes," scheduled as the season premiere tomorrow (Sept. 19, 10-11 p.m. EDT), and clips from three other shows now in production.

Part of the preview program was the presentation of an award to Bell & Howell. The Chicago Council on Foreign Relations Award was given to the company for its contribution to world understanding through sponsorship of *Close-Up!* Mr. Percy and Peter G. Peterson, president of Bell & Howell, accepted the award from Robert B. Wilcox, president of the Chicago organization (see picture).

Peter G. Peterson, president of Bell & Howell (l.) and Charles H. Percy, board chairman (c.), accept the Chicago Council on Foreign Relations Award from Robert B. Wilcox, president of the organization. The award was given for Bell & Howell's contribution to world understanding.


See where Des Moines is a "preferred city" for the fifth straight month in Sales Management's business activity forecast?
Yes, sir! And our campaign is going great on KRNT-TV, a most unusual station!

The preferred stations in this "preferred city" are KRNT Radio and TV, leaders in ratings, leaders in community service . . . leaders in the billing parade. Our share of local television business in this major 3-station market has always averaged nearly 80%; our local radio business has always been way ahead in a 6-station market.

Most folks don't realize this about Des Moines — we're 36th in the FCC list of markets according to appropriation of national spot TV revenue. The same sources prove that Iowa's capital and largest city is a good radio market, too.

You *know* you're right when you buy these most unusual stations, KRNT Radio and TV, the stations people believe in and depend upon. And you know you're buying at the same low rate as everyone else when you deal with these responsible stations.

Buy "the live ones"— KRNT Radio and TV, Cowles stations ably represented by The Katz Agency.

KRNT

RADIO AND TV – Des Moines

An operation of Cowles Magazines and Broadcasting, Inc.

FCC turns deaf ear to Hill on clears

MAKES FINAL DECISION DESPITE HARRIS REQUEST TO DELAY ACTION

Ignoring a near-unanimous "urgent request" from a congressional committee to postpone a final decision in the clear-channel case, the FCC last week terminated the 16-year-old proceeding by breaking down 13 of the 25 Class 1-A frequencies.

The action taken on a 5-1-1 vote, is identical to announced staff instructions issued last spring (BROADCASTING, June 19). It becomes effective Oct. 30. Commissioner Robert E. Lee issued a strong dissent while Commissioner John S. Cross dissented in part and concurred in part.

Last week's decision was labeled "rather brazen" by one member of the House Commerce Committee. It came just one week after the committee (with only one dissenting vote) had asked the FCC not to decide the clear-channel case until "the expiration of a reasonable time after the reconvening of the Congres in January 1962."

In a painstaking, carefully drafted 42 page decision, the commission detailed the considerations used in selecting the 13 clear channels to be duplicated. Concrete criteria were listed which applicants applying for the newly-opened frequencies must meet.

"The net result of the action we take today is to open the way for additional nightime primary service to the public, especially in those areas where such service is needed, while at the same time holding to a minimum any loss of existing services to the listening public," the commission said. In addition, the commission served notice that the 10 remaining clear channels without nighttime duplication (two of the 12 actually already accommodate two fulltime stations) face a possible breakdown in the future.

The Chosen Few ▪ Following are the 13 clear channels which will be duplicated, stations presently occupying the frequencies and the states where Class II unlimited time stations may be located:

670 kc; WMAQ Chicago in Idaho.

720 kc; WGN Chicago in Nevada or Idaho.

750 kc; WSB Atlanta (to go to KFQD Anchorage, Alaska, which was required to shift from Mexican clear 730 kc).

760 kc; WJR Detroit (KFMB San Diego shifting from Mexican clear 540 kc).

780 kc; WBBM Chicago in Nevada.

880 kc; WCBS New York in North Dakota, South Dakota or Nebraska.

890 kc; WLS Chicago in Utah.

1020 kc; KDKA Pittsburgh in New Mexico.

1030 kc; WBZ Boston in Wyoming.

1100 kc; KYW Cleveland in Colorado.

1120 kc; KMOX St. Louis in California or Oregon.

1180 kc; WHAM Rochester, N. Y., in Montana.

1210 kc; WCAU Philadelphia in Kansas, Nebraska or Oklahoma.

The action does not affect assignments on the remaining 12 clear channels, to wit:

640 kc KFI Los Angeles.

650 kc WSM Nashville.

660 kc WNBC New York (presently duplicated by KFAR Fairbanks, Alaska).

700 kc WLW Cincinnati.

770 kc WABC New York (presently sharing with KOB Albuquerque, N. M.).

820 kc sharetime WBAP-WFAA Ft. Worth-Dallas.

830 kc WCCO Minneapolis.

840 kc WHAS Louisville.

870 kc WWL New Orleans.

1040 kc WHO Des Moines.

1160 kc KSL Salt Lake City.

1200 kc WOAI San Antonio.

On the Hill ▪ Rep. Oren Harris (D-Ark.), at the direction of the Commerce Committee of which he is chairman, wrote the commission Sept. 7 asking that no action be taken in the clear-channel case until the committee could hold hearings on several pending bills which would prohibit a breakdown of the clear channels. The committee action was taken the previous day at an executive meeting with only one of approximately 30 congressmen present expressing disapproval.

Minow invades New York

Newton N. Minow, FCC's oft-quoted chairman, is packing them in—broadcasters, agency, program and network executives alike—for his appearance scheduled for New York this Friday (Sept. 22). Chairman Minow will deliver a "major address" at the first Radio & Television Executives Society Newsmaker Luncheon of the 1961-62 season at the Roosevelt Hotel's Grand Ballroom.

The FCC chairman, had not said last week what he's going to talk about. But he slated a news conference for 2:15 in the afternoon following his talk. Seats are at a premium, RTES said last week, with more than 500 reservations and more acceptances than chairs at the head table.

"A great deal of interest was expressed by members of the committee," Rep. Harris told the FCC. "In view of the fact that proposed legislation would be in conflict with an order in Docket 6741 [clear channel], under preparation by direction of the commission in accordance with its public notice of June 13, 1961, the commission is urgently requested to defer final action until the committee and the Congress have had a reasonable opportunity to consider the pending legislation.

"It would be my purpose to schedule committee consideration of it early in the next session. The cooperation of the commission would be greatly appreciated," Rep. Harris concluded.

Rep. John Dingell, one of the prime movers behind the committee request, described the FCC decision as "rather brazen. It is a clear disregard of a request from Congress." He charged the commission action provides for additional stations which are not needed and which will result in less service to rural areas.

Rep. Harris refused to comment on the decision, the committee request or a letter to him from the FCC hand delivered last Thursday (Sept. 14) explaining the action. Late Thursday he said that he had not seen the commission letter but said the clear-channel decision would not affect plans of the committee to hold hearings in January. In fact, he said he expected there would be an "urgency" for hearings.

Congress Can Reverse ▪ In its communication to Rep. Harris, the FCC explained that the instant case had been on the dockets for 16 years and that, in effect, the commission's decision already had been announced. The commission felt that it would be in the public interest to finalize the staff instructions nothwithstanding the directive from the committee. Such a move, it was pointed out, would not prevent congressional action reversing the decision since it would be many months before a station could begin operating on one of the newly available clears.

Four bills are pending before the committee, including one by Rep. Dingell, providing that no more than one

Sell those big-buying young adults with BREAKFAST CLUB, FLAIR, SPORTS and SPECIAL EVENTS on ABC Radio. You'll sell those younger families with more mouths to feed . . . more needs to fill. The need to entertain is filled more often and that's why young adults represent your best market for beverages and foods. And ABC Radio has the highest percentage of young adults in network radio.*

YOUNG ADULTS:
BUY MORE BEVERAGES
BUY MORE FOODS
BUY MORE EVERYTHING

ABC RADIO

FIRST WITH YOUNG ADULTS

*Call your ABC Radio Sales Representative for the facts.

Minow's friend in the White House

HE'S ARTHUR SCHLESINGER JR., OUTSPOKEN CRITIC OF TV

One of President Kennedy's close advisers has gone on record with severe criticism of television and recommendations for tighter government control.

He is Arthur Schlesinger Jr., special assistant to the President. A 43-year-old Harvard professor who won the Pulitzer Prize in history in 1945 for his *The Age of Jackson,* Dr. Schlesinger has strong views on tv. They've just been published in *Daedalus,* the Journal of the American Academy of Arts & Sciences, as part of a record of talks given in June 1960 at a two-day conference on Problems of Mass Culture and Mass Media at the Tamiment Institute in Pennsylvania's Pocono mountains.

If the present FCC administration's policies on tv were not formulated by Dr. Schlesinger, they certainly coincide with his views:

- Television has been on a downward spiral since 1954.
- Networks should be licensed as well as stations.
- The government has a responsibility to set standards for programming.
- Licensees might be required to "stipulate" in their applications on such subjects as (1) full control over programming; (2) allocation of stated time periods for cultural and educational programs, the discussion of public issues, local live originations; (3) an agreement on limitations on advertising, and (4) the allocation of free time during presidential campaigns.
- Licenses should be renewed annually.

Speech Writer ▪ There have been rumors that Dr. Schlesinger acted as advisor in the preparation of the now famed "vast wasteland" speech that FCC chairman Newton Minow delivered to the NAB convention last May.

Not so, says Dr. Schlesinger. "I had nothing to do with Mr. Minow's speech," he said the other day. "Mr. Minow did send over an advance copy and I thought it was very good."

He and Mr. Minow are good friends, Dr. Schlesinger explained. They became acquainted during the 1952 presidential campaign when both worked in behalf of Adlai Stevenson, Mr. Minow's former law partner.

"I see Mr. Minow often," the Harvard historian said, "but it's purely social. Don't misunderstand, now, I'm all for Newt Minow." Dr. Schlesinger emphasized that his White House assignments do not include broadcasting or communications.

His interest in television, he maintains, is that of disappointment in seeing its great potentialities unrealized.

There are a number of methods that can be used to reverse this trend, he said in his essay of a year ago. For one the FCC can spell out standards:

"A major stipulation would be the assumption by the networks and stations of full control over programming—which means that sponsors and advertising agencies would no longer influence the content of programs. Other media live off advertisements without letting advertising agencies and sponsors dictate and censor content as they do in television. So long as television permits this, it will be fourth rate. We should go over to the British and Canadian systems, in which the advertiser purchases time on the air as he purchases space in a newspaper, and has to leave editorial matters alone."

This is not censorship, Dr. Schlesinger argued.

A New Authority ▪ A revitalized FCC could not by itself accomplish this revision of tv fare without public support. Dr. Schlesinger commended in his Tamiment essay. This would have to be organized—through a National Citizens' Advisory Council or a National Broadcasting Authority. The latter might be financed by fees charged for licenses, he suggested.

In an odd approach to educational tv, Dr. Schlesinger expresses

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fulltime station may be authorized on the Class 1-A frequencies. One commissioner said the FCC faced a "damned if you do, damned if you don't" situation. Several times in recent years the FCC has been criticized in Congress for its failure to resolve "one way or the other" the clear-channel case.

The commission said that it would not act on any application for fulltime stations under the new rules until 90 days after it had been received. Applications will be accepted after Oct. 30 which means that Congress will be in session before any grant could possibly be made. Adding to this timetable will be time allowed for petitions for reconsideration, a virtual certainty, and court appeals.

Somewhat ironically, in refusing to increase the power of the clears above 50 kw at this time the FCC referred to a June 1938 Senate resolution against such an action as "due consideration."

Specific Conditions ▪ The new fulltime Class II stations will be required to operate with a minimum of 10 kw at night using directional antennas. At least 25% of the area or 25% of the population to be served must not receive nighttime primary service from any other station. Additionally, the new rules provide safeguards against undue mutual interference or prohibited overlap from applications on adjacent facilities (within 30 kc of the clear channel involved).

A review of the abundant record makes it "convincingly clear that it would be undesirable to set in motion the simultaneous reallocation of all the Class 1-A clear channels," the commission said. "The enormity of the consequent administrative burden alone would further glut our license processing and hearing resources and delay not only the achievement of improved service on the clear channels, but additionally delay our strenuous efforts to reduce the excessive and persistent backlog of pending standard broadcast applications."

Also, the commission said, the present course will give it an opportunity to review and evaluate "as we go along the effectiveness of such reallocations as we herein adopt for some of the channels." The commission then will have the advantage of such effectiveness in further action toward breaking down the remaining clears, it was stated.

Basic considerations, the FCC continued, "strongly underscore the desirability" of breaking down some of the clear channels. To break them all down at this time would "in one stroke crystallize a particular pattern of clear-channel usage which would at least limit and at worst frustrate the future possibilities for employing other techniques of clear-channel utilization," the commission said. Cited also was the proposal to allow powers in excess of 50 kw.

"We thus leave open and unprejudiced the question of whether, and if so a little disappointment that "public energy which might have gone into establishing general standards was diverted into setting up separate facilities for educational tv."

Government-owned channels might be another way of establishing competition in the area of quality programming, the White House aide suggested in his 1960 discussion. Fuller use of the uhf band could mean more facilities and thus permit the diversification of programming needed to appeal to many audiences, he said.

Dr. Schlesinger implied some scepticism over industry self-regulation:

". . . If television cannot clean its own house and develop a sense of responsibility commensurate with its influence, we are bound to come to a government network. . . . If the industry will not undertake to do itself what is necessary to stop the drift into hopeless mediocrity (and, far from showing any signs of so doing, its leaders deny the reality of the problem and even justify the present state of things by pompous talk about 'cultural democracy'), then it must expect public intervention."

Does the White House adviser watch television? What are his favorite programs?

Dr. Schlesinger smiled his reply: No, he doesn't watch tv much, never has. Recently, however, he has been seeing some good, old movies; that's all there is on the screen when he gets home from his White House duties late at night.

how, the public interest would be served by changing the rules affecting the use of the 12 Class 1-A channels now left in status quo," the commission said. "At such time as further developments, including progress under the changes we now adopt, provide needed additional light on the question we will give further consideration to how best utilize the 12 clear channels not now disturbed."

Basic Considerations ▪ Eight basic criteria were used by the commission in selecting the 13 channels to be duplicated. They included: (1) location of white areas needing service; (2) possibilities for providing a primary nighttime service in those white areas at sufficient distance to protect the existing station; (3) protection to existing co-channel daytime and adjacent channel stations; (4) interference to stations in bordering countries; (5) avoidance of adjacent channel interference among new unlimited time stations assigned to the Class 1-A clear channels; (6) location of white areas beyond the reach of possible new stations; (7) existing and improved additional skywave services, and (8) the location of class 1-A stations so situated as to indicate that they would be best adapted to the provision of additional and improved skywave services.

"We conclude that the proper balance between immediate objectives and possible future goals . . ." can be best achieved by breaking down immediately the 13 channels, the commission said. Here are the reasons the FCC selected the specific channels to be doubled in nighttime service: 880 kc (WCBS New York), 1020 kc (KDKA Pittsburgh), 1030 kc (WBZ Boston), 1100 kc (KYW Cleveland), 1180 kc (WHAM Rochester) and 1210 kc (WCAU Philadelphia) are located at or near the eastern or northern boundaries of the U. S. and "thereby afford maximum opportunity for assignment of unlimited time stations in the West . . ."

Class 1-A stations on 670 kc (WMAQ), 720 kc (WGN), 780 kc (WBBM) and 890 kc (WLS) all are located in Chicago and "still offer useful opportunity for assignment . . . in the far West." KMOX St. Louis (1120 kc) was chosen because the potential of the channel for providing improved skywave service is considerably limited in all directions because of adjacent channel operations. The remaining frequencies, 750 kc (WSB Atlanta) and 760 kc (WJR Detroit) were chosen to provide new assignments for KFQD Anchorage and KFMB San Diego. Both stations were required to shift from present frequencies (KFMB on 540 kc and KFQD on 730 kc) because of the U.S.-Mexico broadcast treaty.

Specific States ▪ The commission designated specific states where applications would be accepted to cut down delay in getting the new stations on the air and to protect existing co-channel and adjacent-channel stations. Preference will be given to applicants proposing to offer a first nighttime primary service to the largest white area, the commission said.

The new stations will be required to protect the daytime operation of existing Class 1-A stations; nighttime operation within the 0.5 mv/m, 50% skywave field and existing stations of other classes on co- or adjacent channels. All applications which do not meet standards established by the FCC will be returned, the agency said.

Applications for the new Class II assignments will be processed immediately—ahead of applications in the regular processing line, the commission said. It is "unquestionable that the public interest will be served by proceeding with the least possible delay rather than requiring applicants for the new service to wait until "many hundreds of more routine" nature have been disposed of, the FCC stated.

The FCC will, however, impose a 90-day waiting period following the filing of an application so that opposing parties may file. In placing a prohibition on new daytime grants on Class 1-A clears, the FCC said that it has been concerned for some time with the overcrowding of the standard broadcast spectrum without a corresponding gain in service. Under the present circumstances, the commission announced that it would dismiss all pending applications for new daytime stations on the clear channels which could seriously impair future optimum use of these channels.

In addition, processing of applications for new stations on adjacent frequencies to the 12 *status quo* clears will be deferred and requests for power increases and changes from daytime to unlimited operations on these frequencies will be closely scrutinized for possible effect on future use of the 12 clear channels, the FCC said. Such applications which might conflict with a new Class II station on one of the 13 clears will not be granted until the location and facilities of the Class II operation has been determined. If a conflict then exists, the application would be set for hearing to determine if interference or overlap with the Class II would be in the public interest.

The "freeze" on grants which might conflict with changes in the 12 remaining one-service clear channels will be maintained until Sept. 1, 1964. By that date, the FCC said it "is expected that we will be able to decide the future use of the 12 Class 1-A channels now left in status quo." In the interim, the FCC found it necessary to defer the processing of all applications for new or changed facilities on these frequencies.

An exception was made for 1230 kc and 1240 kc, both Class IV channels, with applications in those bands to be processed and granted during the general freeze.

Related Pleadings Denied ▪ In reaching its final decision, the FCC denied numerous related pleadings, including a request that specific channels be allocated for educational radio. Many other individual requests were denied which, the FCC said, had the reverse effect of that sought in the proceeding, i.e., increased service in areas already receiving multiple radio signals.

The instant proceeding began in February 1945, when the FCC instituted Docket 6741 on 11 issues of wide scope. Testimony was taken during extended hearings in 1946-47 embracing an "encyclopedic variety of approaches." In late 1947, the daytime skywave proceeding was made a part of the clear channel docket. The skywave proceeding later was severed in 1953 and terminated with a final decision in 1959.

In 1958 the FCC issued rulemaking proposing to duplicate 12 of the clear channels (BROADCASTING, April 28, 1958) and in December of the same year announced staff instructions proposing to duplicate all of the then 24 Class I-A clear channels (BROADCASTING, Dec. 15, 1958). The commissioners were split for many months on whether to break down all, some or none of the frequencies and the case was argued in many executive meetings without a decision being reached. The instant action represents a "considerable compromise" of formerly widely divergent views of individual commissioners, it was pointed out.

Lee, Cross Dissent ▪ Commissioner Lee plumped for adoption of his plan permitting Class I-A clears to increase power to 750 kw. The stations involved would have been given a year to apply for the super power after which each channel would be duplicated by unlimited time Class II stations which would protect the dominant outlet. "This solution appears to me to offer the most substantive improvement in standard broadcast service with a minimum of gimmicks and causes for delay," Commissioner Lee said.

He charged that the majority decision imposes a freeze on 53 channels to permit expedited action on 11 prospective applications, "each one being so highly limited by interference that it can be expected to render nighttime primary service to but scant populations. I submit that the commission's offer of special processing rules to bring new service to less than 1% of the area in the U. S. without such service is hardly the decision the country has been awaiting for the last 16 years. Had the commission deliberately swept the clear channel proceeding under the rug, it could not have done so more effectively."

Also, the commissioner said, the FCC's method of picking the 13 channels to be duplicated is strained and inconsistent. "I submit that it [decision] imposes an unwarranted freeze to foster 11 peanut whistles which may never be constructed," Commissioner Lee said. "Little else is accomplished."

Commissioner Cross said it is "unfortunate" that, after 16 years of consideration, the public has been offered only a "half-solution." He said the basis for selecting the channels to be duplicated will never be understood by the public and therefore the FCC will be subjected to criticism that it acted arbitrarily. The reasons for duplicating 13 channels are just as valid for duplicating the remaining 12, Commissioner Cross maintained.

HILL UNIT PROBING 'RUNAWAY' FILMING

Rep. Dent checks complaints on overseas production

A House labor subcommittee is expected to announce a decision soon on whether to hold hearings on "runaway" tv and movie film productions.

Subcommittee Chairman John H. Dent (D-Pa.) returned to Washington early last week from two days of talks in Hollywood with officials of actors' and musicians' unions and with movie industry representatives.

He said the unions are concerned about the economic hardship they say foreign productions of U. S. tv and movie films are causing their members. The movie people, he added, say such productions are necessary because of the high domestic costs.

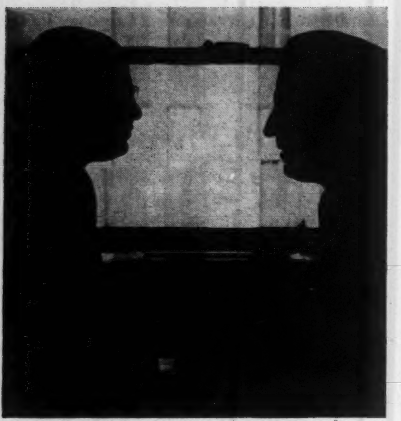
Rep. Dent found that actors and musicians unions are becoming as worried about the overseas productions of television films as they have long been about the foreign production of theatrical films.

Musicians expressed considerable concern about the scoring of television soundtracks abroad. Phil Fisher, a representative of the American Federation of Musicians, told the congressman that "over 60%" of the tv films shown in the U. S. are scored abroad. He asked for legislation to protect American musicians from the competition of foreign-made recordings.

Rep. Dent talked with four top movie industry officials in Hollywood—Charles Boren, West Coast vice president of the Motion Picture Assn. of America; Y. Frank Freeman, executive vice president of Paramount Pictures and president of the Motion Pictures Producers Assn.; Walter M. Mirisch, head of the independent Mirisch Co.; and George Seaton, partner in Seaton-Perlberg Productions.

Rep. Dent noted that his subcommittee—on the Impact of Imports and Exports on American Employment—has never looked into the problem of "runaway" film productions. If it does now, he said, hearings may be held in both Los Angeles and Washington. A decision on hearings will be made after he confers with subcommittee members.

Meanwhile, a bill was introduced last week that would go part of the way toward meeting the requests of musicians worried about imports of foreign recordings. The bill (HR 9198), sponsored by Rep. Emanuel Celler (D-N.Y.), would require that music recorded abroad and used for background of U. S. television or radio shows or commercials be identified as reproduced in a foreign country.



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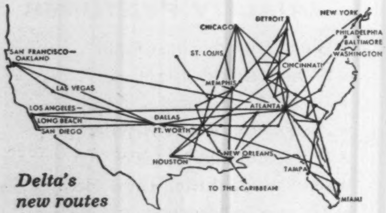

Delta's new routes span the nation

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Compromise reached on new USIA budget

Congress last week completed action on a compromise appropriations bill that would provide the U. S. Information Agency with $136.55 million to carry on its radio, television and other world-wide propaganda activities during the fiscal year that began July 1, 1961.

The total is about $2 million more than the House had originally voted for the agency and some $2 million less than the Senate had approved. The administration had requested $151.48 million for USIA.

But even before the two chambers had finished their work on the regular money bill, the House Appropriations Committee approved a supplemental proposal that would increase USIA funds for fiscal 1962 by $4.75 million.

The bulk of the new funds—$3.25 million—would be used for building a radio relay station on the Isle of Rhodes in the eastern Mediterranean to replace the Coast Guard ship *Courier.*

The remainder — $1.5 million— would help the agency beef up its Voice of America radio and television activities in Latin America and Southeast Asia. USIA had asked $3.611 million for the radio relay station and $1.975 million for the increased radio and television activities.

'Courier' Replacement ▪ The agency has long wanted to replace its *Courier* facility with a land-based station, but was unable, until this year, to negotiate the necessary agreements with the Greek government.

USIA officials feel the land-based station will have a stronger signal in the Near and Middle East than the *Courier's,* and will cost less to operate.

WPST-TV reprieve pends Supreme Court ruling

Chief Justice Earl Warren last week granted National Airlines a stay of the FCC's order which would have forced its ch. 10 WPST-TV Miami off the air. The stay was given last Monday and runs to Oct. 16, presumably to permit the U. S. Supreme Court to rule on National Airlines petition for *writ of certiorari.* National Airlines asked the Supreme Court to review an appeals court decision of last July upholding the FCC's 1960 order.

The Supreme Court returns for its October term Oct. 2 and usually acts on *certiorari* requests within three weeks.

National Airlines' request for a stay to the Supreme Court came after the U. S. Court of Appeals in the District of Columbia denied a similar request.

In its 1960 order the commission voided the 1957 grant of Miami ch. 10 to National Airlines because principals of the winning applicant had contacted former Commissioner Richard A. Mack off the record. The FCC issued a permit to L. B. Wilson Inc., the only one of the four original applicants found not involved in *ex parte* activities. L. B. Wilson is awaiting an official go-ahead from the FCC to go on the air. This is being held in abeyance until the Supreme Court rules on the request for review.

Baltimore am grant set aside by FCC

The FCC last week set aside an am grant made at Baltimore last Jan. 9 and sent it back to the hearing examiner to find whether agreements—resulting in the withdrawals of two former applicants for mutually exclusive frequencies —were entirely on the up and up.

The grant last January was to Radio Americana Inc. (formerly Caba Broadcasting Co.). The FCC wants to know whether Radio Americana and two former applicants—Rossmoyne Corp. (for an am in Lebanon, Pa.) and Catonsville Broadcasting Co. (for an am in Catonsville, Md.) made agreements for withdrawal of Rossmoyne and Catonsville and for substitution of Radio Americana as applicant in place of Caba Broadcasting because all honestly believed the Baltimore applicant had the best chance of winning or because they were motivated by personal gain.

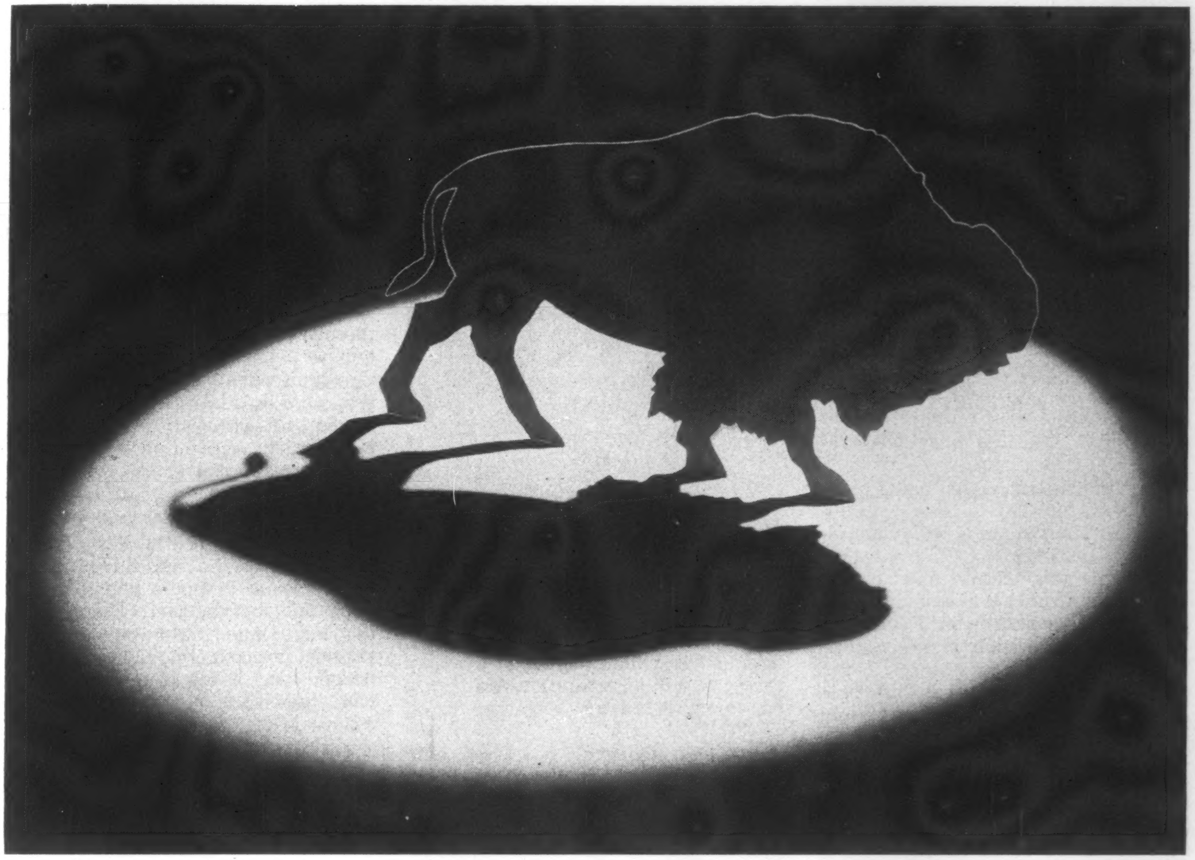
The FCC also wants the examiner to determine if there are any prospective applicants in Lebanon or Catonsville who would be prevented from establishing a new service by a grant in Baltimore.

A petition for comparative consideration, filed by Lebanon Valley Broadcasting Co., a former applicant for am in Lebanon, was denied last week. Commissioners Rosel H. Hyde, Robert E. Lee and John S. Cross dissented.

FCC survey starts

A special management survey of the FCC by the consultant firm of Booz, Allen & Hamilton, Washington and Chicago, began in earnest last week. Following a Tuesday (Sept. 12) meeting with FCC Chairman Newton N. Minow, a painstaking scrutiny of all the commission offices, practices and procedures was started and will continue throughout the remainder of the year.

A team of up to six experts will be combing the FCC closets to determine how effectively the agency is operating. The $60,000-plus study is under the supervision of, and financed by, the Budget Bureau. It is one of several such surveys being made of government agencies.



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KWK's Hamel tells why he lied

RECOUNTS EVENTS THAT LED TO HIS TELLING FCC TRUE STORY

Don Lee Hamel, general sales manager of KWK St. Louis, testified before an FCC hearing examiner Thursday afternoon that he personally hid the prize capsules in the station's two Treasure Hunt contests last year only hours before they were found.

He said he did this under orders from former KWK General Manager William L. Jones Jr. and that up until the day before in each instance he did not know that Mr. Jones still had not hidden the prizes, although he "suspected it" in the second contest.

Mr. Hamel testified that under orders from Mr. Jones he also repeatedly lied about the true facts to KWK principals, KWK counsel and FCC investigators. He said he was "clearly told" by Mr. Jones "not to make myself available" to the KWK owners or the FCC should they seek to question him about the Treasure Hunt prizes.

The hiding of the prizes is a chief issue raised by the FCC in its November 1960 order to show cause why the KWK license should not be revoked (BROADCASTING, Nov. 7, 1960). The hearing began in St. Louis Monday and is to continue this week. Mr. Jones is expected to be called by the FCC to testify. Also involved in the hearing is the former Bonus Club contest aired by KWK.

Decided to Tell ▪ Mr. Hamel testified that it was not until early this year that he realized the seriousness of the matter and decided "the truth had to be known." Up until then and after the FCC order was issued he said Mr. Jones "continually minimized the entire situation."

He said Mr. Jones coached him before meeting with FCC investigators to be sure their stories were alike and said Mr. Jones was "aggravated" over discrepancies.

Mr. Hamel testified that early this year he also had decided to resign because he didn't want to work for Mr. Jones any more. He explained there were problems working with local agencies and advertisers because of the "image" created by Mr. Jones.

Mr. Hamel said that after a KWK board meeting the night of March 28, while drinking and talking with KWK President Andrew M. Spheeris at the Sheraton Jefferson Hotel's Gas House Room in St. Louis, he ended up by telling the truth about the Treasure Hunt contest. Mr. Hamel said it appeared Mr. Spheeris was "shocked" and kept repeating "you're kidding."

He said the next time he told the true story was to KWK counsel just a few days before the May 15 board meeting and he repeated the truth to the board. He testified he also decided to go to Washington and tell the FCC.

KWK Told FCC, Too ▪ KWK counsel earlier had told the hearing that KWK promptly told the FCC too when it learned the facts.

Mr. Hamel said subsequently Mr. Jones became "very friendly" and told him during a coffee break that FCC has a "file" on general managers but not sales managers. Mr. Hamel said Mr. Jones said he hoped to have his own station some day and suggested that Mr. Hamel assume the blame to keep his record clear. Mr. Hamel said he told Mr. Jones it was a "good idea" just so he could get away from Mr. Jones.

Mr. Hamel said the KWK principals never advised him about his testimony except to tell the truth. He said he has no assurance he will still have a job at KWK.

Earlier in the week, two major holiday prize winners in the Bonus Club contest the station ran told about their "unhappy" travel experiences but related that later KWK reimbursed them for extra personal expenses or made a cash settlement.

In both instances KWK voluntarily had awarded them the prizes even though all conditions of the contest had not been completely fulfilled.

Little public interest

During the FCC's revocation proceeding involving KWK St. Louis, the hearing room was generally empty of spectators except for participants and news reporters. Apart from local newspaper coverage, a few radio and tv stations carried brief reports on regular newscasts. Occasionally a witness would remain in the room after testifying to listen to others.

KWK itself covered the hearing and sent a periodic news report to advertisers and agencies. KWK emphasized the purpose was "not to argue the case for KWK in any forum other than the hearing room at this time. It is simply to provide for those upon whom our economic life depends plain and factual information which will incline them in all fairness to accord to the station the right to due process and suspension of judgment that are essentials of American freedom.

"We are confident that fairness will prevail when the record is complete."

Busy Line ▪ Six other local listeners testified about their inability to get through to the special KWK phone number within the required 60-second time limit when their Bonus Club numbers were broadcast. Of these, one admitted he engaged in "penny-ante pilfering" by registering in the contest with four different names even though he understood the rules said only one registration number was allowed and he already had received one prize.

Another of the six learned on the witness stand he could not get a telephone number by merely hanging on the line while the busy signal was buzzing, expecting an automatic connection when it is clear. A third testified she won a $2,000 settlement against KWK in a jury trial. She said she filed suit over her failure to win an automobile because she claimed the busy Bonus Club phone prevented her call being received in time.

Former KWK employes testified that the special phone line was clearly under orders not to be used for outgoing calls and to their best recollection it was not so used during the hourly Bonus Club contests. The FCC's revocation order alleged that the Bonus Club line was busy approximately one-half the time on regular station business.

Three-Thousand Winners ▪ Stipulation entered in the record and agreed to by both KWK and FCC counsel said that in the 95 weeks that the Bonus Club was on the air more than 10,260 numbers were broadcast. KWK officials told newsmen at the hearing that over 3,000 people won prizes, including 23 holiday trips. The stipulation also said KWK got the idea for the Bonus Club from the success of similar contests by two other St. Louis stations and one in Milwaukee but not WEMP Milwaukee which is under the same ownership as KWK. WEMP is not involved in the St. Louis case.

The stipulation showed that KWK Radio Inc., licensee of KWK, is a wholly owned subsidiary of Milwaukee Broadcasting Co., licensee of WEMP. The parent firm includes Andrew M. Spheeris, president and 23.42% owner; Hugh K. Boice, Jr., vice president, general manager of WEMP, 16.23%; John C. Gagliano, treasurer, commercial manager of WEMP, 18.02%; Thomas

T. Dyson, assistant secretary, assistant commercial manager of WEMP, 14.41% and Suzayne C. Cleveland, secretary-treasurer, comptroller of WEMP, 9.01%. The officers hold the same corporate titles at KWK. Also stockholders in Milwaukee Broadcasting are Rolland E. Paske, WEMP chief engineer, 5.4%; Earl W. Gillespie Jr., WEMP sports director, 4.5%, and Mrs. Robert LaFollette Jr., 9.01%.

The stipulation said the contract of William L. Jones Jr. as general manager of KWK was terminated by the board May 15, 1961.

The stipulation said that in the spring of 1960 Mr. Jones became concerned "over the continued failure of the station to achieve high audience survey ratings and the business which flows from such ratings" and he suggested the Treasure Hunt contest. It again was noted other stations in St. Louis and elsewhere had had success with treasure hunts.

According to the plan, the stipulation said, Mr. Jones was to hide the prize and he alone would know its hiding place. Two Treasure Hunts were held in the summer of 1960. The Bonus Club ended May 8 of this year. Mr. Jones is expected to be called to the witness stand by the FCC during the hearing.

KWK Protest ▪ FCC Hearing Examiner Forest L. McClenning opened the KWK hearing Monday at the U. S. Court House in St. Louis over the station's continuing protests that the inquiry and order were unlawful. KWK counsel Robert M. Booth Jr. in his opening remarks reaffirmed the station's position that the commission had violated both the Administrative Procedures Act and the due process guarantee of the U. S. Constitution when it repeatedly refused to provide KWK with a bill of particulars on complaints about the contests and when it refused to give the station an opportunity to comply with the commission's requirements before the show cause order was issued.

Mr. Booth at various times said for the record that KWK was being unfairly "surprised" by the last minute disclosure of witnesses and certain exhibits presented by the FCC Broadcast Bureau. The FCC earlier had ruled that KWK would be allowed ample recess after the Broadcast Bureau case to prepare its defense, but KWK contends this procedure also is unlawful. The FCC's case is being presented by Thomas B. Fitzpatrick, assistant chief of the Broadcast Bureau hearing division, and Morton Berfield.

In his opening remarks Mr. Booth pointed out that KWK "has bent over backwards" in cooperating with the commission and when it learned that Treasure Hunt prizes were not hidden until "late" in the contest the station supplied the information to the FCC. Mr. Fitzpatrick argued, however, that the prize information disclosure was "withheld" for some 30 days.

The stipulation between KWK and FCC counsel showed that from "the very start" of the commission's investigation counsel for KWK "has cooperated fully with the commission." It also showed that when an FCC investigator visited St. Louis in August 1960 all KWK records were made available and that in January 1961 other investigators were allowed to interview any employe. Mr. Jones also supplied an affidavit, it said.

Principals and counsel of KWK St. Louis discuss issues raised during the FCC revocation hearing last week in St. Louis. Standing (l to r): Andrew M. Spheeris, KWK president; Hugh K. Boice Jr., KWK vice president, and John C. Gagliano, KWK treasurer. Seated (l to r): Gerald Smith, St. Louis attorney for KWK, and the station's Washington counsel, Robert M. Booth Jr. and Jack P. Blume. The hearing began last Monday.

Stock in L. A. ▪ The Bonus Club witnesses presented by the FCC generally had complained to the St. Louis Better Business Bureau about their difficulties and in several cases sent letters to the FCC. Mrs. Raymond S. Varble, who frequently used the term "I hit the ceiling" in relating her many troubles over a Hawaiian trip prize, said she also sent letters to the local newspapers, Sen. Stuart Symington (D-Mo.), two congressmen, the Governor of Hawaii and everyone else except the President in her effort to get "help."

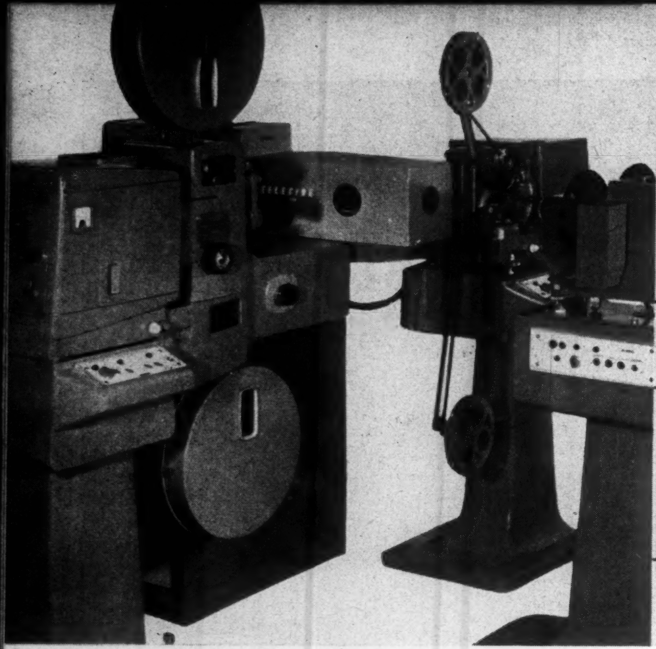
Mrs. Varble testified her Bonus Club number was broadcast while she was at work and her son phoned KWK to claim it. She said the disc jockey said this was all right, however, and said she would get the prize trip. Mrs. Varble said the disc jockey recorded an interview with her and described a "millionaire's vacation for two for two weeks in Hawaii all expenses paid" but subsequently all she got were airline tickets for two plus hotel rooms for six days. She said KWK manager Jones told her the tape was destroyed and she was "too poor" to make such a trip anyway.

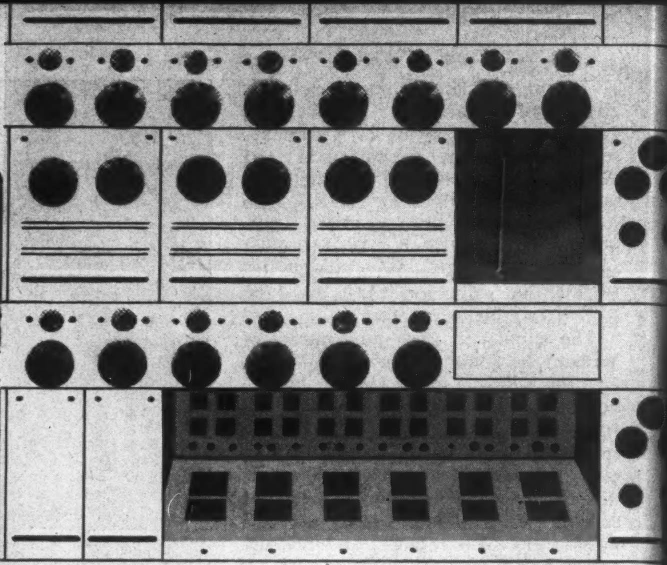
Mrs. Varble related she and her son finally started on the trip but were bumped off the nonscheduled plane in California to make way for revenue passengers. They returned to St. Louis by bus. KWK later settled with her for $3,000 when it learned how the trip turned out. She testified her lawyer got $1,000 of the sum.

Mrs. Alice Stranz testified her husband's Bonus Club number was broadcast, she responded and KWK awarded her the multiple prizes even though the registrant personally was supposed to phone. She won a mink stole, wristwatch, trading stamps and an all expenses trip for two to Las Vegas. She described disappointment over the stole and watch although KWK made amends.

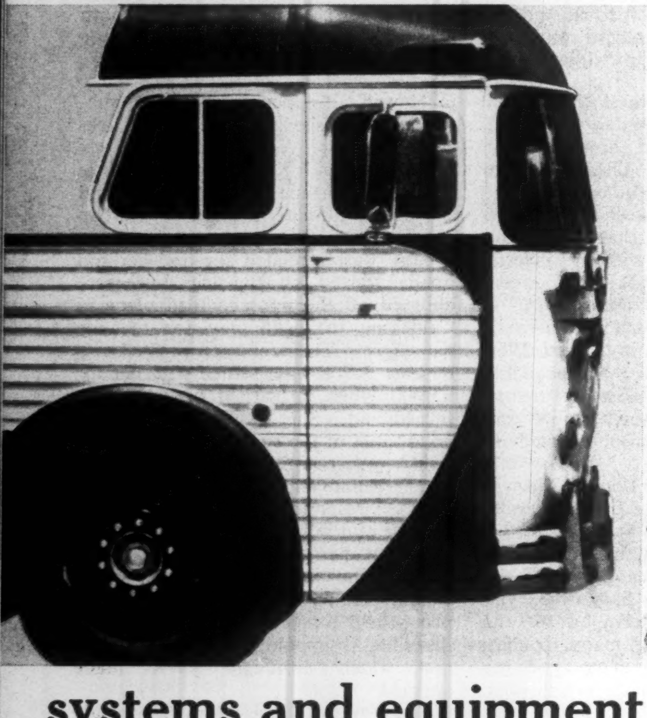
Stuck In Las Vegas ▪ Mrs. Stranz said she and her husband were refused their flight back to St. Louis because it was already full and they came back later on another plane after KWK manager Jones who happened to be there too, gave them part of the fare. KWK later reimbursed them for the rest, Mrs. Stranz said.

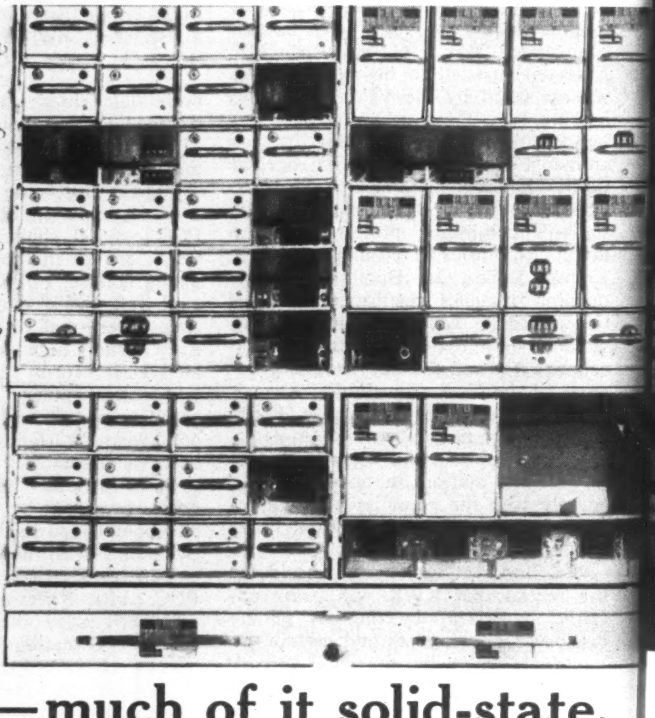
Gordan Eggers, who had been St. Louis manager for Transcontinental Airlines Agency Inc., testified about the half-cash half trade-out advertising



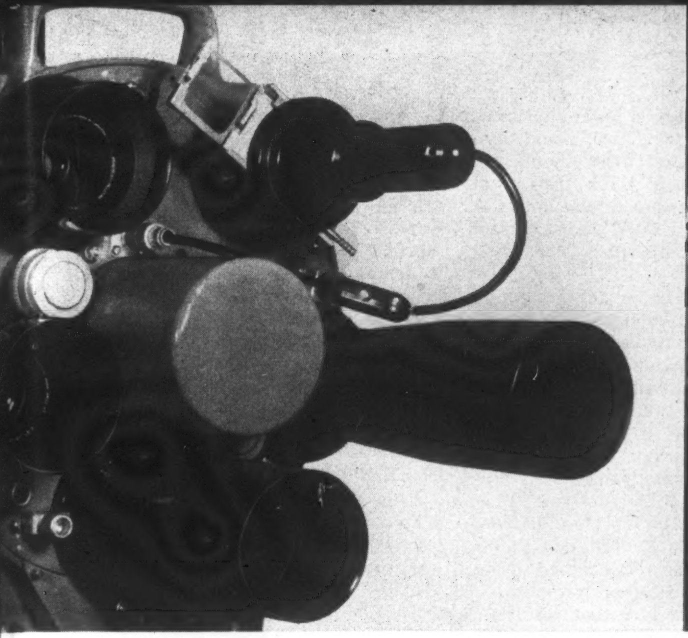


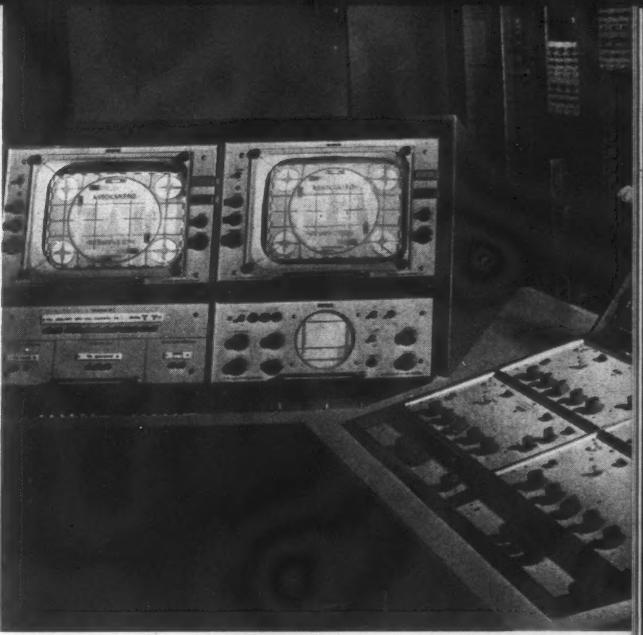
From both England and America, here is the new



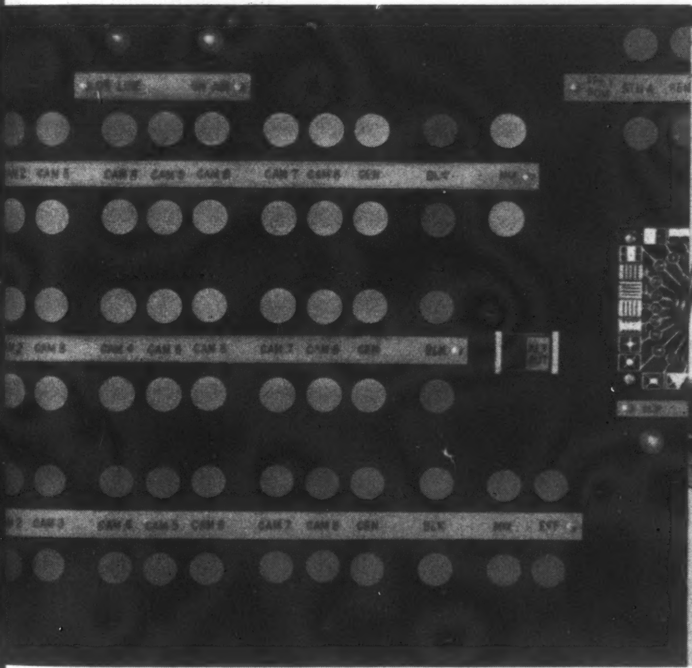


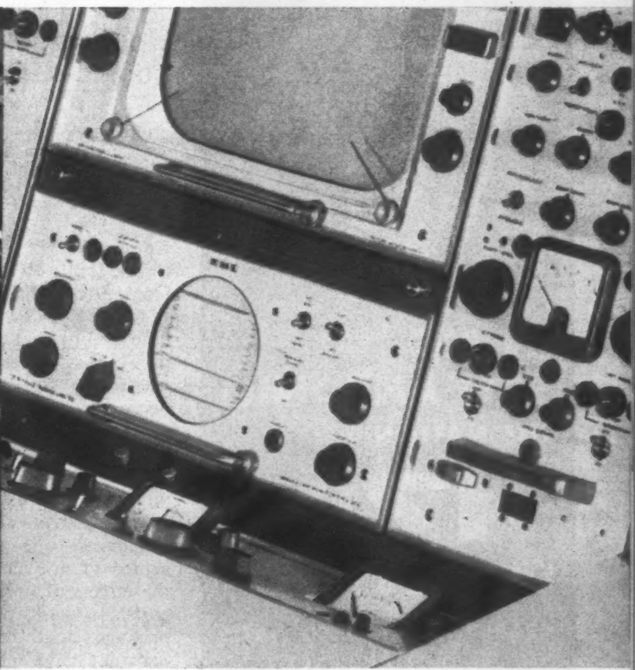
systems and equipment—much of it solid-state.





integrated line of EMI/US telecommunications





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contract with KWK. He said prize winners were told in a letter the terms were "space as available," and employees were to so advise them. He said the majority of such trips went as scheduled. Mr. Eggers said the TCA contract was with KWK and therefore TCA had no responsibility to the due-bill passengers.

The former TCA manager said he actually got more complaints from the Better Business Bureau about revenue passenger problems: he said other stations and media had used trade-out with TCA at St. Louis in addition to KWK.

Charles R. Thurber, trade practice consultant of the Better Business Bureau, said routine alerts about TCA had been sent to KWK. He could not say whether some contest complaints might properly have concerned other local stations and other promotions. He did testify however that his letter to the FCC, in reply to inquiry from the commission, was not a complaint and only contained unverified "information" from his file.

House Judiciary blesses sports-package tv bill

Legislation that would legalize such contracts as the recently outlawed National Football League-CBS-TV package agreement continued to move through Congress last week, winning the approval of the House Judiciary Committee.

The bill (HR 9096), sponsored by Committee Chairman Emanuel Celler (D-N.Y.), is designed to offset a federal court ruling that the two-year, $9.3 million NFL-CBS television contract signed last spring violates a previous antitrust decree. The bill specifically permits professional football, baseball, basketball and hockey leagues to enter into package tv deals without danger of violating antitrust laws.

In approving the bill, the committee broadened one of its provisions designed to protect college football from the effects of professional football telecasts. It would prohibit telecasts under package contracts on Friday nights, Saturdays and Saturday nights from the second Friday in September until the second Saturday in December. Originally, the proposed prohibition applied only to Saturday afternoons between mid-September and mid-November.

WGMA sale cancelled

Time ran out last week on the proposed sale of WGMA Hollywood, Fla., after the transaction was held up last spring pending resolution of the station's license-renewal troubles. The FCC dismissed its order setting the $265,000 sale for hearing when the deadline passed for implementing the contract and application was withdrawn.

Meanwhile, the WGMA renewal hearing, scheduled for Oct. 17, is to be rescheduled at a prehearing conference Sept. 21. The proposed station sale to Kingsley H. Murphy Jr. and Carroll E. Crawford (BROADCASTING, April 17) was held up by the FCC and its license renewal set for hearing for an investigation of the character qualifications of one of its owners, Daniel Enright, who was implicated in the 1959 tv quiz scandals.

MURROW LOOKS AT TV

Says medium is failing in information function

Edward R. Murrow, longtime CBS commentator and now director of the U. S. Information Agency, last week mourned the failure of television to uplift the American electorate to new levels of political awareness.

Yet, he said, it is not entirely television's fault.

"Television by itself," he said in a speech to the Poor Richard Club of Philadelphia, "does not usher in the democratic millenium, and its inability to do so is not its own peculiar failure. It is due to the unwillingness of men and women, even in as highly developed a democracy as our own, to take more trouble to govern themselves better."

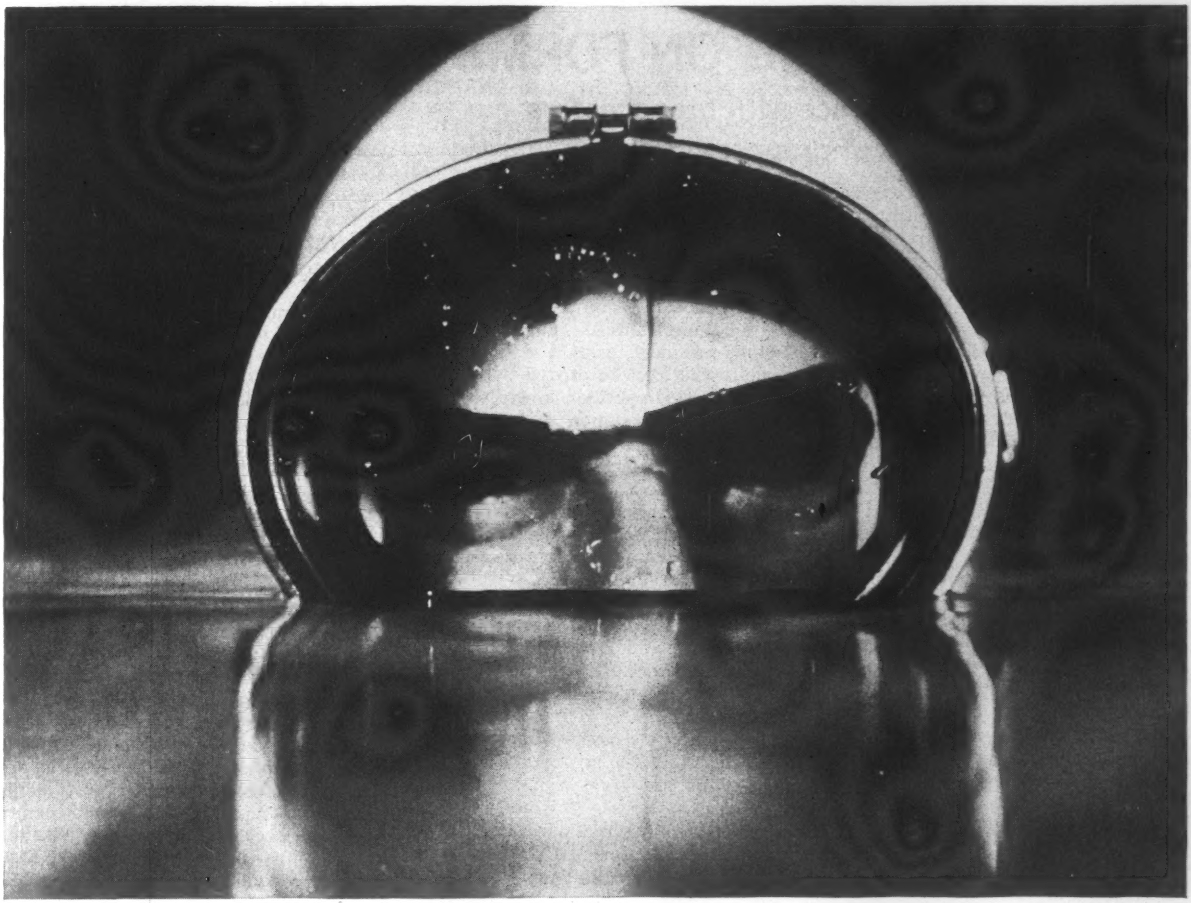
In a totalitarian state, Mr. Murrow said, television will be directed to distract or entertain the people—not to teach them self-government—for "an oppressed people will surely need to be distracted if they are to be ruled by a despot."

"Is it not, then, ironic," said Mr. Murrow, "that we in the United States who ask so much entertainment from television, so much escapism, so much insulation from reality, are not having such programs imposed upon us by force?"

Yet those who control television, he said, have the duty "to use it as a sound mirror to reflect conditions as they are. . . . Television must find a little more time to remind us of our inheritance, and it must find more than a little time for the dissenters, the heretics, the minority spokesmen who may be tomorrow's majority."

Wider Circulation ▪ Television, said Mr. Murrow, offers no guarantee against the seizure of power by demagogues. "It merely provides them with wider and more intimate, more immediate circulation," he said.

The probability is that television will neither save nor destroy the nation, said Mr. Murrow. "It will, however, play an increasingly large role in our lives, and it may come to influence us greatly. The issue, I would suggest, is not so much what television does to us; it is rather what we do with television."



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SUMMIT MEETING ON FORMS

FCC schedules conference with broadcasters who conducted tests of proposed program logs

The FCC thinks it would be "useful and constructive" to talk with broadcasters about what they learned from field tests of program logs held at several radio and tv stations last week under NAB auspices (see story page 51).

The agency accordingly agreed last week to a request by the NAB for a conference-type discussion of the stations' findings and scheduled a public session for that purpose Oct. 6 at 2 p.m. in the FCC's meeting room in Washington.

The FCC's agreement to such a meeting as part of its proceeding on proposed rulemaking to change station program logs was announced Thursday by Chairman Newton N. Minow, who said the broadcast industry participants are to be selected by the NAB. Representatives of the NAB and of the FCC also were to meet last Friday in Atlanta to discuss the program log tests and the FCC's other activities in the field of radio and tv programming (BROADCASTING, Sept. 11).

Mr. Minow made the announcement of the Oct. 6 meeting in a letter to Gov. LeRoy Collins, NAB president, in answer to Gov. Collins' letter requesting such a session. The NAB president said the association feels an informal, oral discussion of the program log tests is desirable, even though the NAB will make a formal filing by Oct. 2 (the deadline for comments) on its findings.

Broadcasters' Side ▪ Gov. Collins in his letter said NAB contemplates that the presentation to the FCC will be made by a number of active broadcasters "broadly representative" of the several segments of the industry. No prepared statements or representation by counsel are planned, Gov. Collins said, since broadcasters want to give first-hand accounts of their experiences with the test logging and to express their concern about the burdens and handicaps they anticipate if the FCC proposals are adopted. Gov. Collins said NAB thinks three hours will be long enough for the meeting.

Among comments filed up to last week on the rulemaking proposals:

Magic Number ▪ KREX-AM-FM-TV Grand Junction and KREY-TV Montrose, both Colorado: Rex G. Howell, president, said he feels the emphasis on the number of spots raises the question of whether there is "some magic number" which would meet FCC approval. If there is, that's censorship, he said. The licensee should be responsible for determining the number of spots and types of programs and conditions vary too much for the FCC to set rigid standards, he said. He thought the FCC ought to set up a voluntary plan whereby the licensee submits, in narrative form, all data he thinks is pertinent.

KCID Caldwell, Idaho: Clair B. Hull, president, said he doesn't understand what can be proved by requiring a station to report on a selected week. Any report a station makes on community needs would be "superfluous," since the station must be on its toes or it won't survive. The reduction of talks with community leaders to written form would be an unending job, he thought.

Empty Ritual ▪ International Good Music Inc.: This licensee—KGMI-FM Bellingham and KGMJ (FM) Seattle, both Washington; KGMG (FM) Portland, Ore.; and KBAY-FM San Francisco, KFMU (FM) Los Angeles, KFMW (FM) San Bernardino, KTSD (FM) San Diego, all California—thought reports on how complaints are handled would be an "empty" ritual because the test of a licensee's response to such situations is "his performance."

IGM felt "selected week" logging should be optional, so that a licensee could make an additional showing for this period if he felt the "composite week" report did not do him justice.

United Press International: The news service objected to proposed classification of wire news copy as "recorded," saying this would be an unrealistic description. The proposal would classify a news report in the same category as rock and roll, though the difference is "manifest," UPI said. A reading of wire service copy, even verbatim, is no more "recorded" than is the reading of the script of a play, the news service said.

KWTX-TV to ask FCC to reconsider order

KWTX-TV Waco, Tex., plans to file this week a petition for reconsideration of the FCC's hearing order on the station's application to increase power from 107 kw to 225 kw and increase antenna height from 520 ft. to 1,140 ft.

The station will maintain that LBJ Co., which owns 29% of KWTX-TV, does not exercise control, an issue questioned by the FCC. A hearing was ordered to determine whether LBJ's KTBC-TV Austin and the Waco station are under common ownership, among other issues (BROADCASTING, July 31). Majority owner of LBJ Co. is Mrs. Lyndon B. Johnson, wife of the Vice President of the U. S.

LBJ Co., which is not a party to the hearing, is represented legally by the Washington firm of Cohn & Marks and not Edward Kenehan, as reported a week ago (BROADCASTING, Sept. 11). Mr. Kenehan's firm, Spearman & Roberson, represents KWTX-TV.

Rochester tv stations reply to appeal on sale

No injury to the public would result from a $6.5 million ownership realignment deal, three Rochester, N. Y., television stations told the FCC last week. On the contrary, injury would result if the deal is not consummated.

This was the reply by WROC-TV, WVET-TV and WHEC-TV to a petition filed by the American Federation of Tv & Radio Artists and the National Assn. of Broadcast Employes & Technicians for a stay of the commission's consent to the deal (BROADCASTING, Sept. 11). The two unions had claimed in the petition that the deal sought to abrogate their contractural rights without prior consultation. Already approved by the FCC without a hearing, the transaction involves the purchase of WROC-TV ch. 5 by ch. 10 sharetimers WVET-TV (Veterans Bcstg. Co.) and WHEC-TV (Gannett newspapers). WVET-TV would then relinquish ch. 10 and take over ch. 8.

In replying to NABET and AFTRA, the three stations claimed that possible injury to union members—a maximum of 23, the stations said—who would be affected by the deal is far outweighed by inconvenience to the public if the stay should be granted. The three stations also pointed out that the 16 NABET members would receive seven to eight weeks' severance pay as well as cash payments for unused vacations, and the seven AFTRA members would get at least two weeks' pay plus vacation money.

AFTRA and NABET previously had been denied a stay by a U. S. court in New York.

Closing of the $6.5 million transaction was postponed last week pending the outcome of the stay request.

Additional power given to Opinions & Reviews

One of the major due-process stumbling blocks within the FCC was corrected last week when the agency announced that henceforth its Office of Opinions & Reviews would be permitted to make recommendations to the commission on adjudicatory matters.

The past divorcement of the commission from its staff was amended by public Law 87-192 (FCC reorganization) (BROADCASTING, Sept. 4). In addition, the FCC now is free to ask for and receive advice from its general counsel and chief engineer, both formerly prohibited under separation of function requirements.

In the past, the Opinions & Reviews office has been required to ask the FCC for instructions without presenting recommendations. This has necessitated the placing of items on the meeting agenda two separate times when in many instances one could be made to suffice. Donald Berkemeyer is chief of the office.

FCC Chairman Newton N. Minow said last week that other administrative changes made possible under the reorganization bill still are under consideration within the commission. Among other changes, the new law permits boards of commissioners to make decisions rather than requiring all seven members to act on each case.

DRUG AD CLAIMS

Ribicoff backs proposed law requiring manufacturer proof

Secretary Abraham A. Ribicoff of the Dept. of Health, Education & Welfare, last week gave administration support to a bill that would tighten up drug-advertising regulations.

He said drug manufacturers should —as the bill (S 1552) would require— prove their products are effective before being permitted to market them. Present law requires only that drugs be proven safe.

Secretary Ribicoff, who testified before the Senate Antitrust Subcommittee, said he didn't feel a new drug should have to be proven "better" than another already on the market. But a manufacturer should be required to prove his claims are factual, he insisted.

The Welfare Secretary criticized drug manufacturers' "extravagant advertising and promotional campaigns" on two counts. He said the claims made are not always "accurate or wholly truthful" and that the campaign's cost contributes to an "unreasonably" high price charged the consumer for many drugs that are essential to "maintenance of health and even life itself."

ITU treaty gets committee ok

The Senate Foreign Relations Committee has approved the International Telecommunications Convention, which went into force last Jan. 1 for the 35 countries that had ratified it. The treaty, an extension of a previous agreement, constitutes the bylaws for the International Telecommunication Union, which serves to coordinate all forms of communications activities of member nations. The treaty, which has 97 signatories, was signed in Geneva in 1959.

FCC TO GET NAB LOG TEST RESULTS

Completion due over past weekend, analyses due this week

The field testing of two NAB versions of station logs was to be completed by last weekend, and results are to be analyzed this week for submission to the FCC.

The NAB logs (BROADCASTING, Sept. 11) are designed (1) to meet the full specifications the FCC has proposed for revised logs, and (2) to supply what NAB hopes will be adequate information for Commission needs.

Both NAB and FCC representatives took part in an industry conference on logging forms, scheduled Sept. 15 in Atlanta. It was titled South East Radio-Tv Seminar and was under sponsorship of the Georgia Assn. of Broadcasters (see story, page 57).

Representing the FCC were Kenneth A. Cox, chief of the Broadcast Bureau, and H. H. Goldin, chief of the Economics Division. NAB sent Vincent T. Wasilewski, executive vice president, and Douglas A. Anello, general counsel.

NAB selected cross-sections of radio and tv operations for its dry run of the

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8. **Pride of the Southland** . . . amateur talent show seen every Saturday morning.
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two forms. The association has been in touch with the FCC in its efforts to develop logging forms that won't prove heavy burdens on stations.

Tests Last Week ▪ The NAB No. 1 form, designed to meet all the proposed Commission requirements, was used the first three days of last week (Sept. 11-13) by the test stations. Its simplified No. 2 form was used the last three days of the week.

Among stations taking part are: Radio — WWDC Washington; KVGB Great Bend, Kan.; WVPO Stroudsburg, Pa.; WTVL Waterville, Me., and WABI Bangor, Me. Tv stations: WMAR-TV Baltimore; KROC-TV Rochester, Minn., and WIBW-TV Topeka, Kan.

NAB's No. 2 form eliminates logging of all call-letter announcements except the statutory half-hour announcement. A basic change that would effect major relief in the apparently burdensome logging requirements centers around the "announcement times" entries. NAB has removed the commercial continuity entry in favor of a general statement of station policy in handling commercials (adherence to NAB codes, for example).

Stations would still log on-and-off times for spot announcements and non-commercial announcements. But it would not be necessary to log every piece of commercial continuity in commercial programs.

Finer Points ▪ A practical problem involved in commercial logging arose the first day of the NAB tests. A test station found itself involved in the problem of logging commercials in an informal interview program originating in a store. For example, suppose a customer being interviewed happens to mention an item bought at the store. Is this a commercial and must it be separately logged? And how about personality programs? Must a stop watch be used, requiring extra personnel?

In NAB's No. 1 form a separate line is required for every change in program content. A five-minute program might require as many as eight or nine entries, in some cases. The number of entries will be sharply reduced in the No. 2 forms, NAB felt as the testing of No. 1 form was completed Wednesday.

A basic problem in the whole logging confusion arises because FCC's present logging forms do not provide all the information needed by stations to fill out license renewal applications, according to some broadcasters. As a result, large numbers of renewal applications have been based on estimates rather than precise figures on programming, it was indicated.

No Pin-pointing ▪ NAB's No. 2 form eliminates the need for log entries of network commercial continuity and it is based on the feeling there is no need for stop-watch accuracy for individual commercial messages. And NAB feels there is no need to measure accurately the amount of local news in each newscast. This local news entry is eliminated in form No. 2.

Dodd to keep door shut a little longer

CITES NEED TO UNTANGLE CONFLICTING TESTIMONY

The Senate Juvenile Delinquency Subcommittee, which has taken its television inqury behind closed doors (BROADCASTING, Sept. 11) intends to keep the hearings private for another two or three weeks.

The purpose, Subcommittee Chairman Thomas Dodd (D-Conn.) said last week, is to give him an opportunity to try to unravel, in private, what he considers a tangle of conflicting testimony given the subcommittee since public hearings began in June.

The subcommittee, which is investigating the effects, if any, of television crime and violence on juvenile delinquency, has been directing a major share of its attention to pinpointing responsibility for the amount of sex and violence on television.

And although no one connected with the subcommittee will discuss the closed sessions, Sen. Dodd made clear that this is the question under study.

The subcommittee first went out of sight two weeks ago when it took testimony on successive days from David Levy, NBC's former vice president in charge of programming, and Robert E. Kintner, NBC president.

Additional closed sessions were held on Sept. 8 and 11, but the names of witnesses were not disclosed. Further executive sessions will "probably" be held this week, according to Sen. Dodd.

He said the subcommittee intends to resume open hearings at a later date. But in the meantime, he said, he wants to "resolve conflicts" in testimony given the subcommittee. He said there were "several" such conflicts and that the subcommittee is trying to get at the facts by hearing "all sides."

Who's Responsible? ▪ In this connection he implied that serious accusations about responsibility for excessive sex and violence on television have been—or are expected to be—made in the closed sessions. "People want these hearings public," he said. "But I want them to be factual. I want every aspect checked in advance."

Sen. Dodd would not specify the

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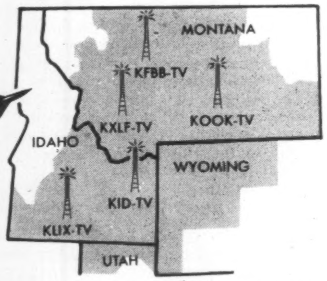

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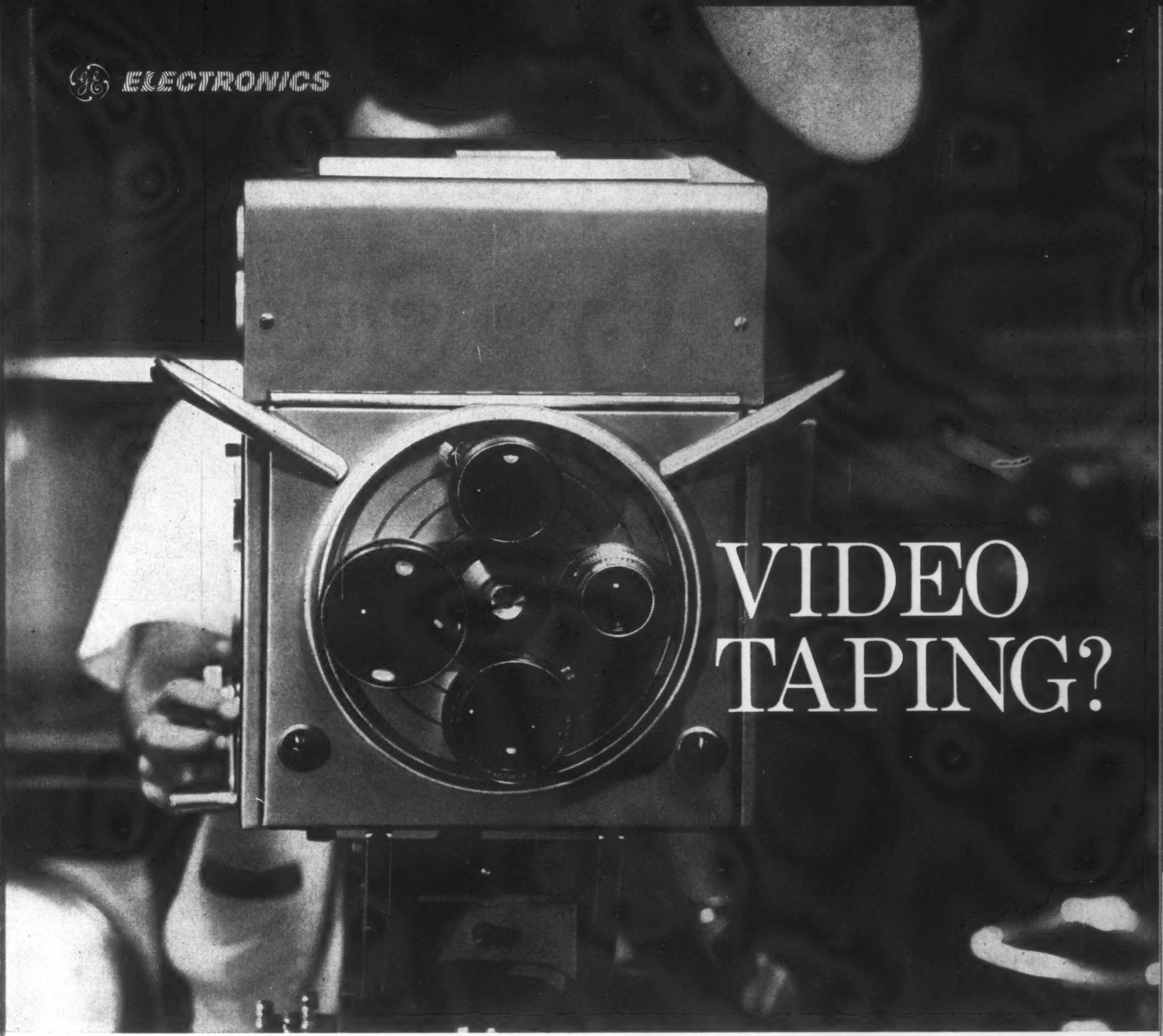

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GL-8093/ZL-7803—3-inch image orthicon specifically designed with video taping in mind. *This one has it!* High signal-to-noise ratio (peak-to-peak signal vs. [RMS] noise—min.: 38, av.: 50) and improved definition you need for critical video tape recording. Yet, it is competitively priced with standard camera tubes. Key to its high signal-to-noise ratio is an improved target-mesh assembly in the scanning section which improves your picture quality . . . provides sharp transition from black to white without white edges. This also improves flatness of field and corner resolution—helps prevent distortion.

The GL-8093 is especially recommended for critical video tape recording work, such as found in network centers and tape production centers. Its good definition and improved signal-to-noise ratio are important features where numerous copies are made from an original tape, as in many educational programs, and for those productions where you can't settle for less than top quality.

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From General Electric—a full line of 3" image orthicons for any TV broadcast application: GL-5820, GL-7293, GL-7629, GL-8092/ZL-7802, GL-8093/ZL-7803.

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GENERAL ELECTRIC

This Fall in Birmingham

19 OF THE TOP 20 SHOWS * WILL BE ON WAPI-TV

THE CREAM OF NBC AND CBS TV NETWORKS

★ GUNSMOKE
★ ANDY GRIFFITH
★ DANNY THOMAS
★ GARRY MOORE
★ HAVE GUN WILL TRAVEL
★ G. E. THEATER
★ CHECKMATE
★ RED SKELTON
★ CANDID CAMERA
★ I'VE GOT A SECRET
★ RAWHIDE
★ JACK BENNY
★ BONANZA
★ DUPONT SHOW
★ DENNIS THE MENACE
★ TO TELL THE TRUTH
★ (SYNDICATED)
★ DOBIE GILLIS
★ ED SULLIVAN
★ WAGON TRAIN

*ACCORDING TO ARB, MARCH 1961, THESE SHOWS REACHED MORE HOMES THAN ANY OTHER.

WAPI-TV

CHANNEL 13
BIRMINGHAM, ALA.

REPRESENTED BY
HARRINGTON, RIGHTER AND PARSONS, INC.

conflicts in testimony that concerned him. But during the public hearings, network officials have blamed tv writers for the amount of sex and violence in their shows; the writers have blamed producers; and some producers, to complete the circle, have blamed the networks.

The closed sessions weren't prompted exclusively by the testimony given publicly. Since the public hearings, which closed July 28, "certain information has come to the subcommittee bearing on sex and violence in television programs," Sen. Dodd said.

"We're trying to find out who started stepping up excessive sex and violence—how the trend got started—what individual or group has been promoting it and why," he said.

HARRIS MAY AIR DEINTERMIXTURE

House members whose states are affected apply pressure

Members of the House Commerce Committee are pressing for a wide-ranging inquiry into the FCC's proposed deintermixture plans. And indications last week were that hearings will be held, probably by the committee's Regulatory Agencies Subcommittee, soon after Congress reconvenes in January. Chairman Oren Harris (D-Ark.) has told committee members he will abide by their wishes in the matter.

The inquiry is being urged most forcefully by members — both Democrats and Republicans—whose states are affected by the FCC's proposal to delete vhf channels from eight markets and shift the stations involved to uhf bands (BROADCASTING, July 31).

Prominent among those calling for the hearings are Reps. Peter F. Mack Jr. (D-Ill.) and William L. Springer (R-Ill.), two veteran members of the commerce committee. Both are primarily concerned with the proposed loss of ch. 3 at Champaign, Ill.

Two freshmen legislators are also behind the move—Reps. Vern Thomson (R-Wis.) and Abner Sibal (R-Conn.). Rep. Thomson, who has protested the proposed deletion of ch. 3 from Madison, Wis., has introduced a resolution (H Res 450) asking the FCC to delay its deintermixture plans pending the completion of its $2 million uhf study in New York. (BROADCASTING, Sept. 4). Rep. Sibal has joined with the seven other members of his state's delegation in opposing the removal of ch. 3 from Hartford (BROADCASTING, Aug. 21).

No decision on the form or scope of the proposed hearings has been made, but Rep. Springer feels the whole deintermixture problem should be examined. There are so many questions of public policy involved, he said, that Congress has the "duty" to review the FCC proposal to determine if it is in the public interest.

Among those who would be expected to testify at the hearings are officials of the stations affected by the deintermixture plan, as well as viewers whose television service might be curtailed or eliminated. Rep. Springer predicted a number of bills dealing with deintermixture would be introduced, and said he expects to offer one himself. These, as well as Rep. Thomson's resolution, could be considered at the proposed hearings, he said.

The FCC, which has extended its deadline for filing proceedings in the deintermixture proposal to Jan. 2 (AT DEADLINE, Sept. 4), will probably take several months to arrive at its final decision. This would give the committee ample time to hold hearings.

KDB, WKKO granted short-term renewals

The alleged failure of two stations to live up to their programming proposals was cited by the FCC last week in granting the two licensees renewals for less than the normal three-year period.

KDB Santa Barbara, Calif., received a license renewal to Dec. 1, 1962, and WKKO Cocoa, Fla., to Sept. 1, 1962, and both stations were told their past actions fall short of the degree of responsibility to the public the "commission has a right to expect of its licensees." The KDB application has been pending nearly two years and, the commission admonished, the renewal granted is considered the equivalent of a short-term renewal.

The commission charged that KDB's programming during the past license period was "inconsistent" with proposals made in a July 1959 application for sale and that subsequent statements by the licensee, KDB Broadcasting Co., raise questions whether KDB intended to carry the programming listed. There are "disparities" between proposed and actual live programs and commercial spots in the 1959 renewal application and in the transfer application, the commission said.

Commissioners Rosel H. Hyde and T. A. M. Craven dissented to sending the FCC letter to KDB explaining the short-term renewal.

Percentage Troubles ▪ In censuring WKKO, the commission compared programming proposals contained in a 1959 application for approval of the sale of the station to WKKO Radio Inc. with actual composite week programming listed in the station's pending renewal application. According to the FCC, these percentages were proposed by the present licensee at the time of the sale:

Live, 14%; entertainment, 70%; religious, 6%; agricultural, 1%; educational, 2%; news, 17%; discussion, 2%; talks, 2%; with 944 commercial spots during an 84-hour week. WKKO's renewal application listed the following actual performances, the commission said: Live, 6.6%; entertainment, 82.9%; religious, 0.6%; agricultural, 0.0%; educational, 0.0%; news, 11.5%; discussion, 0.0%; talks, 3.4%; civic, 1.6%, with 1,461 commercial spots.

After an earlier commission inquiry, WKKO in March amended its application to include proposed religious, agricultural and discussion programs and to reduce the number of spots from 1,461 to 1,170 weekly. The commission said the station's actual programming, when compared with representations made when the present licensee acquired WKKO, "falls short" of the performance expected.

In letters to both KDB and WKKO, the commission cited its policy-making decision in the KORD Pasco, Wash., case (BROADCASTING, July 17).

—EQUIPM'T & ENGINEERING—

STEREO AT HI-FI SHOW

Immediate future will spell success or failure for it

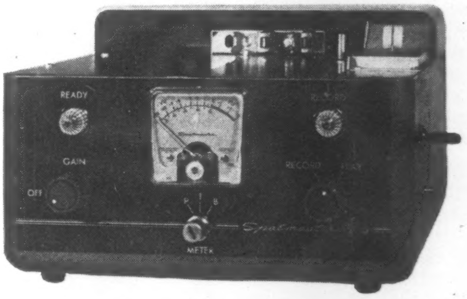
Controversy over the uncertain future of an infant medium—stereophonic broadcasting—dominated the 11th annual High Fidelity Music Show which opened in New York on Sept. 14 and concluded yesterday (Sept. 17).

The some 125 exhibitors, who showed more than $6 million worth of the latest advances in fm, hi-fi and stereo equipment to more than 30,000 visitors, apparently are all agreed on only one thing: that the four-month old multiplex stereo broadcast industry (multiplex stereo broadcasting was approved by the FCC in April and stations were allowed to start using the system on June 1) (BROADCASTING, April 24) is entering its make or break stage. On most other issues suspicions and recriminations reigned free.

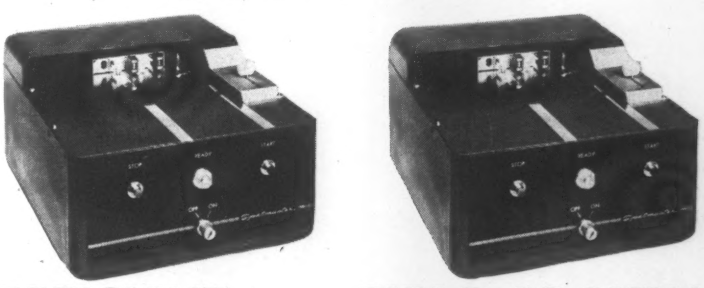
A spokesman for WNCN (FM) New York, one of four metropolitan New York fm stations broadcasting on an irregular basis from the Hi-Fi Show, told BROADCASTING that stereo manufacturers big and small will have to give more advertising support to stereo programs if they want the industry to thrive. WNCN (FM) currently is broadcasting only monaurally, but hopes to do some stereocasts before the end of the year.

The Future ▪ A BROADCASTING survey of about a dozen exhibitors at the

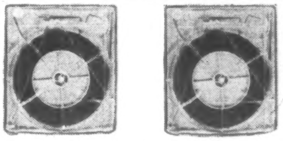
SPOTMASTER
CARTRIDGE
TAPE RECORDERS



COMPACT



EFFICIENT • FIELD PROVEN



GUARANTEED FOR ONE YEAR!

Check this equipment against any other for compactness, efficiency, reliability, design and low maintenance requirements—and you will see why the SPOTMASTER Cartridge Tape Recorder is the recognized standard of the industry. And why not! It is the most field tested and field proven cartridge equipment manufactured anywhere. Just insert a cartridge, push a button and your spot is on the air, instantly—on cue, on time, every time with no fluffs—only the highest quality sound for every client. New heavy duty deck with hysteresis synchronous motor, at no increase in cost. SPOTMASTER is available in the BE500 combination recorder-playback model and BE505 companion playback model. For further information wire or write today.

Your key to pushbutton broadcasting

Spotmaster

BROADCAST ELECTRONICS INC.
8800 Brookville Road, SilverSpring, Maryland, Dial JU8-4983

Sold Nationally By

Visual Electronics Corp., 356 West 40th Street, N.Y., N.Y. • Richard H. Ullman, Inc., 1271 Ave. of the Americas, N.Y., N.Y. • CANADA—Northern Electric Co., Ltd., 250 Sidney St., Belleville, Ont., Canada.

show, indicated that all the stereo component producers are convinced that the future of the new industry, in varying degrees, will affect the future of them all. With the exception of one prominent component producer, all said they're now advertising on at least one of the 50 or so stereo shows programmed by the approximately 20 stations currently engaged in fm stereocasts, and that their participations are likely to increase with the advent of more stereo outlets. But the exhibitors were unanimous in the belief that they are too small to subsidize a comparatively expensive and demanding medium like stereo. They say that the bulk of advertising billings for the prodigy's growth (development they would love to see) will have to come from the big electronics industries manufacturers such as General Electric or RCA. Other likely benefactors for the orphaned industry, they feel, are those heavy budgeted advertisers whose products would sound extra inviting when described via the majestic tones of stereo.

Among exhibitors canvassed, H. H. Scott Inc., Maynard, Mass., which exhibited a wideband fm multiplex adapter ($99.95) and a new wideband stereo fm multiplex tuner ($199.95), said that it is all for supporting stereocasts with ample advertising billings, and is indeed doing so. The component manufacturer currently is sponsoring a half-hour a week on WQXR-FM New York, three half-hours on WDHA (FM) Dover, N. J., 200 spots a week on WLIR (FM) Garden City, N. Y., and has similar campaigns started or contemplated in every major city in the country where stereocasts are carried.

Sherwood Electronic Labs, Chicago, which exhibited an fm multiplex stereo 64-watt receiver ($299.50) and an fm multiplex self-powered adapter ($69.50), said it is doing some advertising on stereocasts as part of co-operative deals with its dealers. Included among the stereo programs it sponsors are ones on WJBR (FM) Wilmington, Del., WKFM (FM) Chicago, and WFLN-FM Philadelphia.

Fisher Radio Corp., Long Island City, N. Y., which exhibited a 65-watt fm stereo multiplex receiver ($359.50) and MPX-100 stereo adapter ($89.50), said it is represented on stereo programs of KFMU (FM) Los Angeles, WKFM (FM) Chicago, WQXR-FM New York, and WDHA (FM) Dover, N. J.

Bogen-Presto, a division of the Siegler Corp., Paramus, N. J., which exhibited a multiplex fm stereo adapter ($69.50), among other products, said it is "highly in favor" of advertising on stereocasts and hopes to advertise more than it has, as more stations program stereo shows.

A Dissent ▪ McIntosh Lab Inc., Binghamton, N. Y., which will be showing its fm stereo multiplex equipment for the first time next month, but which exhibited other products, is not interested in stereocasts. The company currently is not advertising on any stereo program. "Why should we subsidize a radio station?" the manufacturers' representative asked when questioned at the show, "Besides we manufacture fine equipment," he asserted," and a radio station can't duplicate the sound we give our customers."

Fm stereo complaints aired at EIA meet

Highlights of last week's Electronic Industries Assn.'s fall meeting in New York included a retort to complaints from fm stations that equipment manufacturers haven't been supporting their efforts to launch stereo broadcasts.

Others were: the approval of an advertising code to be followed voluntarily by radio-tv-phonograph manufacturers, distributors and dealers, and the appointment of an advertising agency to handle an informational program at the grass roots level to seek support for protective legislation against the flow of electronic imports.

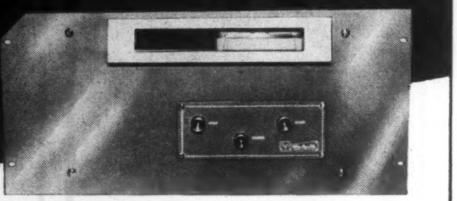
A high priority subject at the EIA radio section's meeting: how to make radio listeners aware of the life-like music available on fm stereo. The group decided an EIA-sponsored national promotional campaign would not be considered until fm stereo itself is nationwide. It's believed that stations devoted to such broadcasting will be too "spotty" to warrant a campaign at least during the next few months.

In answer to station complaints about lack of advertising and promotional support, the committee agreed that for the time being where stations do a "first-rate programming job" there will be little trouble selling time. The station progress report included enthusiastic approval of the way KPEN (FM) San Francisco is handling its stereo operation (see page 66).

The EIA's consumer products division approved plans to go ahead with the compilation of an advertising code designed basically for the protection of consumers.

The parts division of the EIA has named Henry J. Kaufman Assoc., Washington, D. C., to prepare material aimed at informing small U. S. electronics manufacturers of the dangers to their business from the increased importing of foreign equipment.

At last! HEAVY DUTY PROFESSIONAL QUALITY AUTOMATIC TAPE CARTRIDGE EQUIPMENT THAT IS DESIGNED ESPECIALLY FOR RUGGED BROADCAST USE AND IS FULLY COMPATIBLE WITH ANY SIMILAR UNIT



Professionally Engineered, Professionally Manufactured for Professional Use — featuring

- conventional type wiring — no trick circuits.
- double cue system isolated so no transient current interference!
- heavy duty synchronous motor.
- simple operation — only six moving parts!

Available on sale, lease or time payment plans — with or without trade-ins.

TAPE CARTRIDGE PROBLEMS?

Just send *any* Fidelipac or CATM cartridges that are non-usable for any reason to MaCarTa and receive in return factory rebuilt cartridges that work like new — and carry a new cartridge guarantee to back them up. Of course, new cartridges are available, too.

WRITE OR CALL FOR FULL INFORMATION, STARTLINGLY LOW TRADE-IN AND NEW EQUIPMENT PRICES FOR MaCarTa RECORDING/PLAYBACK UNITS AND CARTRIDGES

MaCarTa

MaCarTa, Inc. • 820 HUBBELL BUILDING
ATlantic 3-1709 • DES MOINES 9, IOWA

THE NATIONAL MARKETING ORGANIZATION FOR MOULIC SPECIALTIES COMPANY OF BLOOMINGTON, ILLINOIS -

SUPPLIERS OF CONTINUOUS LOOP TAPE CARTRIDGES AND RECORDING AND PLAYBACK EQUIPMENT.

Burdensome logs could hurt tv quality

THAT'S OPINION TESTERS GIVE SOUTH EAST RADIO-TV SEMINAR

Dry-run logging by two Georgia television stations has demonstrated that the FCC's proposed overhaul of logging and renewal regulations will prove burdensome and affect the quality of programming, the South East Radio-Tv Seminar was told Friday at Atlanta.

Reports of these tests, completed Thursday, were presented to the opening session of SERTS Friday morning as approximately 100 broadcasters from states east of the Rockies assembled to discuss the affect of the new FCC proposals (story on NAB logging tests page 51).

Marcus Bartlett, WSB-TV Atlanta, and Frank Ragsdale, WTVM (TV) Columbus, Ga., described the problems they encountered in their efforts to learn the practical impact of the FCC proposals. WSB-TV used its existing logging forms; WTVM used a form developed after three weeks of study.

Training Needed ▪ WSB-TV found right at the start that it faced a problem in training personnel to keep accurate logs. After a week of testing the station still had trouble interpreting some of the FCC's requirements.

Mr. Bartlett said more time is consumed keeping log on four- or five-second items than the event itself. WSB-TV's experience, which was based on use of its normal logging forms, suggested it is unnecessary to log both starting and ending time. "The next item usually begins immediately following the last item," he said.

The audio man at WSB-TV normally keeps the tv log. During the trial run he was unable to keep the log and handle his audio work normally. "One or the other had to suffer," Mr. Bartlett explained.

Entries Tripled ▪ This basic conclusion came out of WSB-TV's experience, he said: "The proposed requirements necessitate approximately three to three-and-a-half times as many individual entries as our present log."

In the case of network shows, a literal interpretation would require separate entries for audio and video for closing credits on video and the "stay tuned for the next program" audio announcements.

Mr. Ragsdale said his tests showed the absurdity of the FCC's requirement for both on-and-off log entries. He said his staff felt the time-consuming logs would lead program personnel to follow rigid time patterns in their programs. Newscasts, they believed, would eventually adhere to fixed local-national-international time segments regardless of the relative importance of news developments at time of broadcast. FCC's proposal calls for logging of local news in newscasts.

At WAVM three fulltime announcers keep logs. In the test they kept both normal operating sheets and test logs.

WTVM's experience suggested the mass of paper work would lead to curtailment of public-service announcements because so many on-and-off entries are required. The staff couldn't see any purpose in logging on-and-off entries for each spot in a commercial program. Because of the logging, it was noted, some scheduled program material was lost.

TULSA'S
Finest
NEWS DEPARTMENT

KVOO-TV is the ONLY Oklahoma television station to receive the 1960 United Press International Broadcaster's Award. Another reason why KVOO-TV is Tulsa's finest station.

2

KVOO ☆ TV
NBC

Represented by
Edward Petry & Co., Inc.
The Original
Station Representative

Broadcasting financiers organize

Directors of the newly formed Institute of Broadcasting Financial Management, which is concerned with the management end of the broadcasting industry, held their first meeting, in Washington, last week. Seated, from left to right: E. S. Zimmerman, Crosley Broadcasting Corp., Cincinnati; Richard M. Thomas, The Goodwill Stations Inc.; Aubrey H. Moore Jr., WRAL Raleigh, N. C.; H. W. Dornseif, IBFM president, WCCO-AM-TV Minneapolis; A. B. Suhor, WDSU, New Orleans; Charles A. Hart, WHDH Boston; Richard C. Percival, KRNT Des Moines, Iowa. Standing, from left, Joseph J. Madden, IBFM membership chairman, Metropolitan Broadcasting, New York; Richard Stakes, IBFM treasurer, WMAL Washington; Thomas E. Carroll, IBFM vice president, WFBM-AM-FM-TV Indianapolis; Miss Julianna Royal, KCOP-TV Hollywood; Edward Mitchell, WPIX New York. Not shown, John Hinkle, WISN-TV Milwaukee; Joseph K. Mikita, Westinghouse Broadcasting Co., New York; Norman Hadley, CBS New York.

MEMPHIS? BALTIMORE?
JACKSONVILLE?

NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 71.7% SHARE OF AUDIENCE

According to March, 1961 ARB we average 71.7% share of audience from 9 a.m. to midnight, 7 days a week in Monroe metropolitan trade area.

KNOE-TV
Channel 8
Monroe, Louisiana

The only commercial TV station licensed to Monroe.

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: Westinghouse Electric Corporation, Lighting Division Plant, Vicksburg, Mississippi, producers of fluorescent and incandescent lighting equipment for commerce and industry.

CBS Radio's Hayes sees black ink ahead

Black ink, not red ink, will dominate talk of the CBS Radio network's financial position when the CBS Radio Affiliates Assn. meets in New York today (Sept. 18) and tomorrow in its eighth annual convention.

CBS Radio President Arthur Hull Hayes is slated to tell the 175 to 200 affiliates on hand that, despite rocky going during the general recession that marked the first half of this year, a bounce-back in sales since then virtually insures that the network will not operate at a loss during 1961's second half.

Mr. Hayes also is hopeful that this gradually rising curve will continue into 1962 and beyond, based on an apparent reawakening advertiser interest in network radio.

This optimistic outlook contrasts sharply with the red-ink reports that have consistently marked the accountings of network operations at CBS Radio conventions during the past few years. Although the CBS Radio division as a whole—including owned stations and CBS Radio Spot Sales—has never failed to show a profit, the network part of the operation has lost money since the early 1950s when the rise of television sent all radio networks into a slide that only in the last year or so has begun to bottom out.

PCP ▪ Results of the Program Consolidation Plan, to which the network attributes much of its success in stemming its losses, also will be presented to the affiliates. Under PCP the network cut back on its entertainment programming, increased its news and information broadcasts and introduced a new station-compensation plan in which payments for clearances are made in programs which the stations may sell locally.

Mr. Hayes' report, dealing with major areas of network activity and network-affiliate relationships, will be the keynote of the network's presentation during the two-day meeting, to be held at the Waldorf-Astoria starting at 10 a.m. today (Sept. 18).

Dr. Frank Stanton, CBS Inc. president, will address the luncheon session tomorrow.

John S. Hayes, WTOP Washington, is chairman of the affiliates association, and J. Frank Jarman, WDNC Durham, N. C., is convention chairman. Officials foresaw a record or near-record attendance, based on advance registration of 171 representatives of 116 affiliated stations as of early last week.

New officers, executive committee members and convention committeemen will be named and take office at the Tuesday luncheon.

Are you moving, too?

Monday, September 18, Videotape Productions of New York, Inc. moves into America's great new Videotape Center at 101 West 67th Street, New York City

Videotape* is really on the move—and for a very good reason! The rapid succession of recent technological advances in Videotape has been moving more and more creative advertising people and their clients from film to Videotape. To accommodate this trend we are tripling our size and operation, moving into our great new multi-studio complex—Videotape Center. The electronic compatibility of Videotape and the television system, the reason for the vastly superior picture and sound quality of Videotape, has won more and more decision makers in advertising to tape as an improvement over the limitations of film for television. Certainly Videotape has come a long, long way from its early days, not so long ago, when it was the fast, inexpensive way to put your stand-up commercial on television. It is still fast, still less costly. But today both these reasons are secondary to the real importance of Videotape. As a growing advertising medium, the television commercial is necessarily linked with the growing technology, electronics and flexibility of Videotape. The newest and most original means of exploring the selling powers of television are happening on Videotape—at Videotape Center. Day by day more advertisers are finding this out. People concerned with investing the television advertising dollar are moving to the top-notch creative personnel and facilities at Videotape Center. These people are moving ahead with the industry. Are you moving, too?

Visit our great new Videotape Center, 101 West 67th Street, New York • Telephone: TR 3-5800

*TM AMPEX CORP.

KHOU-TV Houston moved its cameras to the U. S. Weather Bureau's Galveston headquarters where for more than three days Weather Bureau radar expert Vaughn Rockney (l) and Dan Rather, KHOU-TV's news director, briefed viewers on the movements of Hurricane Carla.

Radio-tv keeps date with Hurricane Carla

CREDITED WITH PREVENTING HEAVY LOSS OF LIFE

A KTRK-TV Houston tv cameraman volunteered to swim across storm-tossed Galveston Bay to get his films of flooded Galveston Island to the mainland so they could be shown on the station. He was forbidden to do so, and was told no one would meet him on shore to keep him from making the attempt.

A KHOU-TV Houston engineer climbed a 75-ft. pole in gale-force winds to replace the hook in a tv microwave dish which had gone out because of the drenching rain.

These are two of the many hair-raising incidents which newsmen and cameramen of Houston tv stations underwent during the 72-hours of Hurricane Carla.

All radio and tv in the Texas coast area went on 24-hour transmission during the approach of the first 1961 hurricane to hit the United States and during its devastating strike at the Gulf Coast region.

Special commendations for broadcasters in the area were issued Wednesday by Secretary of Commerce Luther H. Hodges and Defense Mobilization Director Frank B. Ellis.

Secretary Hodges referred to Gulf Coast broadcasters' "invaluable service" in relaying the storm warnings issued by the Commerce Department's Weather Bureau. These, he said, "had much to do with preventing heavy loss of life. Once again broadcasters have made a lasting contribution to the welfare and safety of the nation."

Mr. Ellis said advance warning by radio and tv broadcasters were "an outstanding example of public service in the interest of orderly evacuation from the Texas coast. The achievement demonstrates capacity and preparedness."

Radio Towers Down ▪ Only four radio towers were reported toppled by the roaring hurricane winds. These were KINE Kingsville, KUNO Corpus Christi, KCOH Houston and KHUL (FM) Houston. Despite the intensity of Carla's winds, up to 175 miles per hour peak, no tv towers were reported damaged to the FCC as of week's end.

Highlights of the hectic three days:

▪ KHOU-TV Houston, acting on a hunch, on Friday set up a tv camera in the Weather Bureau station in Galveston and fed live telecasts throughout the emergency period. An eight-man crew, headed by KHOU-TV News Director Dan Rather kept up a three-day vigil as Carla roared in from the Gulf of Mexico.

At one point when the video went out, the Weather Bureau crew continued transmitting audio over a telephone line to the studio where charts and maps were used to keep up audio-visual presentation of official Weather Bureau bulletins and advisories. The Weather Bureau chief actually corrected the studio crew when necessary over a broadcast line, watching the station visuals on a monitor at the Weather Bureau station.

James C. Richdale, station manager, estimated 85% of regular programs were preempted by hurricane reports. Program Manager B. Calvin Jones referred to programs as "filler" between news reports.

▪ KPRC-AM-TV Houston was on the air continuously for 113 hours, beginning 72 hours before Carla smashed ashore. Marshalling 21 newsmen and cameramen, stations covered the Texas coast from Port Arthur to Corpus Christi, a 190 mile crescent.

KPRC used its own radar and meteorologist to broadcast the course of the hurricane. The stations had a plane covering the area from Port Arthur to Freeport. Two men were on Galveston Island, reporting continuously to KPRC by telephone.

KPRC's Newsreel division during a

NEGOTIATIONS APPRAISALS

HOWARD S. FRAZIER
AND
HORACE W. GROSS
ARE PLEASED TO ANNOUNCE THAT
WM. WALLACE WARREN
FORMERLY OF GATES RADIO COMPANY
HAS BECOME ASSOCIATED WITH THE FIRM

HOWARD S. FRAZIER, INC.
TELEVISION AND RADIO
MANAGEMENT CONSULTANTS
1736 WISCONSIN AVENUE, N. W.
WASHINGTON 7, D. C.

MANAGEMENT FINANCING

72 hour period processed more than 8,000 ft. of film in 26 different processing runs.

From the very first warning of approaching hurricane, KPRC Radio served as key station in the 40-odd station Gulf Coast Hurricane Warning Network, organized in 1954.

▪ When power failed at the KTRK-TV Houston transmitter site, the station maintained broadcast operation through use of an emergency, standby generator for 60 hours during that outlet's four-day crisis operations. The station received civil defense authorization to ferry additional fuel to the transmitter site when its supply ran low.

From Sept. 8 to Sept. 12, KTRK-TV telecast 100 news bulletins, weather advisories, public-service emergency announcements—and transmitted film coverage of the storm's approach and its aftermath from 10 seconds up to 20 minute segments. All this along with 14 regular newscasts adding up to six and a half hours of telecast time.

The station went on continuous operation beginning at 6:20 a.m. Sunday and remained on the air until 1 a.m. Tuesday.

National Feeds ▪ Network tv coverage of the destructive storm began Sunday as the storm's center edged toward the Galveston area. By then the intensity prompted ABC-TV to rush a special 15-minute news segment into its regularly scheduled *Editors Choice* program (10:30-11 p.m.).

CBS-TV broadcast a special report on Sunday, too, from 11:15-11:40 p.m. A second special was presented Monday in the same time period.

NBC-TV presented a *Gulf News Special* Sunday from 10:30-11 p.m. Extensive storm coverage continued throughout the duration of the storm on regular news shows, including the *Huntley-Brinkley Report*.

Warning about liquor from NAB code head

Charles M. Stone, director of the NAB's Radio Code, last week warned radio and television stations against accepting hard-liquor advertising.

Mr. Stone, noting recent reports (BROADCASTING, Sept. 4) that a distiller planned to use broadcast facilities to advertise hard liquor, pointed out that the broadcasting industry, acting through the NAB codes, has held consistently that such advertising is contrary to the best interests of radio and television. He spoke before the Michigan State Broadcasters Assn. at Hidden Valley, Mich.

He also reminded the group that Sen. Warren G. Magnusen (D-Wash.), chairman of the Senate Commerce Committee and Sen. John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, said in a recent letter to NAB President LeRoy Collins that they would consider legislation to ban such advertising if the industry's efforts at self-regulation were ineffective.

Census shows Utah has tv in 88% of homes

Eighty-eight percent of 212,683 of the 241,532 occupied dwellings in Utah had one or more tv sets in April 1960, according to an analysis of the 1960 U. S. Census. Of the total homes, 192,795 or 79% have one tv set and another 19,888 or 8% have two or more sets.

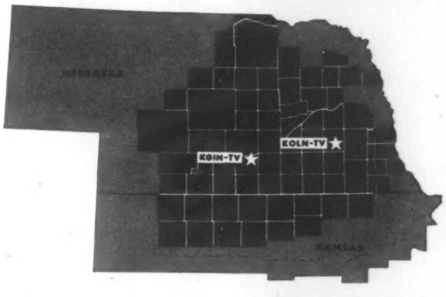
The census shows that 223,104 Utah homes or 92% have one or more radio sets. Of the total homes, 128,942 or 54% have one radio and another 94,162 or 39% have two or more radios.

Salt Lake County, largest in the state, had 85,973 homes with one tv set and another 12,223 with two or more tv sets. Only 9,811 homes in the county reported no tv set. The county had 54,389 homes with one radio plus 45,500 who reported two or more sets.

You're only half-covered in Nebraska if you don't use KOLN-TV

NOW-

KGIN-TV joins KOLN-TV



. . . and look at what it does to LINCOLN LAND!

VITAL STATISTICS OF THE NEW LINCOLN-LAND
(Sales Management, May 10, 1961)

Population	888,200
Total Homes	275,800
Effective Buying Income	$1,519,268,000
Urban Population	371,000
Rural Population	517,200
TV Homes	237,900
Retail Sales	$1,124,130,000

The *new* Lincoln-Land — Nebraska's other big market—is bigger and better than ever before! Satellite KGIN-TV now adds its coverage to that of KOLN-TV, greatly expanding your sales opportunities in Nebraska.

The map shows the *new* Lincoln-Land . . . and the figures at left give you an idea of what it has to offer.

For full details on the most sales-provoking TV-coverage news in Nebraska, talk with your Avery-Knodel man.

The Fetzer Stations
WKZO-TV—GRAND RAPIDS-KALAMAZOO
WKZO RADIO—KALAMAZOO-BATTLE CREEK
WJEF RADIO—GRAND RAPIDS
WJEF-FM—GRAND RAPIDS-KALAMAZOO
WWTV—CADILLAC-TRAVERSE CITY
KOLN-TV—LINCOLN, NEBRASKA
KGIN-TV—GRAND ISLAND, NEBRASKA

KOLN-TV / **KGIN-TV**
CHANNEL 10 • 316,000 WATTS 1000 FT. TOWER
CHANNEL 11 • 316,000 WATTS 1069 FT. TOWER

COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representative

FOR YOUR TRANSMITTER PLANT...

FM Stereo Generator
Type BTS-1

20-KW FM Transmitter
Type BTF-20D

Now..."One Stop" Shopping

...for your complete FM

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Here's the Complete Package:

FM TRANSMITTERS FOR STEREO

A complete range of transmitter power is available —1, 5, 10, 20, 25 and 50 kw. Each is designed to accommodate the new stereo signals and an RCA multiplex subchannel. All these FM Transmitters are built to the same high performance and dependability standards which characterize all RCA transmitters.

STEREO GENERATOR—TYPE BTS-1

Heart of the new stereo system is this double sideband generator. Fully transistorized, the BTS-1 provides full fidelity frequency response over the entire audio range. The generator produces a double-sideband, suppressed-carrier AM signal for transmission of one of the stereo channels.

TURNTABLE EQUIPMENT FOR STEREO

The standard RCA Turntables, such as the 16-inch BQ-2 or the 12-inch BQ-51 are recommended for stereo operation. Use them for excellence of performance with the new RCA stereo pickup cartridge, lightweight tone arm and dual preamplifiers.

STEREO CONTROL CENTER
NEW BC-7 DUAL CHANNEL CONSOLETTE

Provides complete stereo (or monophonic) mixing, switching, monitoring, and cue/talk-back. All-transistor design—with plug-in amplifiers for ease of servicing; assures long-life even under continuous service. Dual controls may be "ganged" for stereo operation.

NEW RT-21 TAPE RECORDER FOR STEREO TAPE

High fidelity performance combined with operator-oriented controls make this the most flexible stereophonic recorder available. Features include: Easy speed change, interlocked record operation, ease of threading, and variable speed cue. Has two module amplifiers for stereo recording and reproduction.

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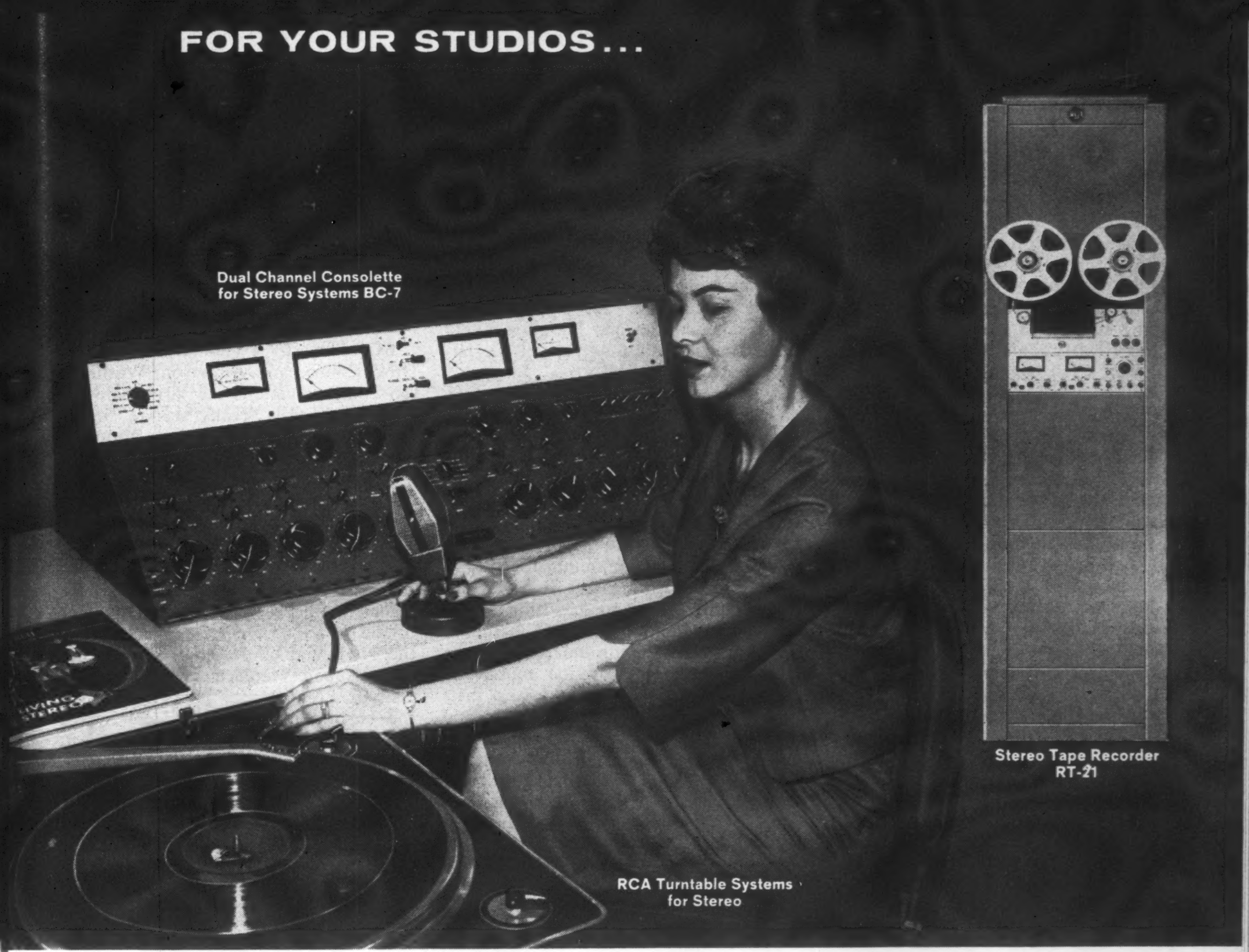

Dual Channel Consolette for Stereo Systems BC-7

Stereo Tape Recorder RT-21

RCA Turntable Systems for Stereo

Stereo Package...from RCA

RCA offers a complete line of FM Stereo Broadcasting Equipment, making it easy to meet all your needs from one reliable source. For your studio there are turntables with stereo pickups and dual preamps, stereo tape recorders, dual channel consolettes; for your transmitting plant there are stereo generators, a full choice of FM transmitters and antennas. This is a complete package of "matched" equipments—all designed to work together in a stereo system, and all built to the same high quality RCA standards.

Stations already equipped with a post-war model RCA FM Transmitter can begin stereo programming at once—merely by adding the stereo generator—plus the necessary audio equipment. Designed by forward thinking RCA engineers this stereo generator was the only equipment available when FM stereo broadcasting was authorized. The RCA stereo generator is FCC type approved and is now "on the air" at a number of FM stations.

RCA Stereo Equipment has been engineered to provide many years of dependable operation while producing the highest quality FM signals. And, you get unparalleled RCA service both before and after the sale. For additional information about the complete line, call your RCA Broadcast Representative. Or write to RCA, Dept. ZC-22, Building 15-5, Camden, N.J.

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STATE GROUP WOULD DROP CONELRAD

West Virginia broadcasters would form new alerting system

The abandonment of Conelrad as an alerting system in the event of a national emergency and substitution of a state-wide network utilizing the communications facilities of the state police and of the roads commission which would be tied into commercial broadcasting stations in the state is the goal of the West Virginia Broadcasters Assn. and State Civil Defense.

At its annual meeting Sept. 8-10 at White Sulphur Springs, W. Va., the association approved immediate steps to memorialize the state legislature at its next session in January to approve a $250,000 budget for the alerting system. The action followed a discussion at which it was concluded that Conelrad is obsolete since it was premised on possible use of broadcast transmission as homing beacons by enemy bombers. In this nuclear age, it was pointed out, attack would come by nuclear devices guided to predetermined targets.

Col. M. L. Zickefoose, deputy director of civil defense for West Virginia, agreed that Conelrad, even with the recently developed plan for an fm backup network and use of the press associations automatic printer service for emergency transmissions, would be inadequate in the nuclear age. By utilizing state police and road commission communications tied into commercial stations to which the public habitually tunes, the chances of survival for public, government and industry would be enhanced, he said. He outlined steps being taken to develop fall-out shelters throughout the state as part of the national civil defense effort.

WSB Success ▪ Elmo Ellis, program coordinator of the Cox Radio Stations (WSB Atlanta, WHIO Dayton and WSOC Charlotte) urged radio stations to maintain their individuality and not operate on a strict formula basis. He outlined the success achieved by WSB in using ingenuity in its programming and in exploring community needs.

In a panel discussion, Eula Reggin, manager of radio and television of the Ralph H. Jones Agency, Cincinnati, said that time-buying no longer is a matter of "buying by the numbers." She urged managers to make up their minds as to what they want to be and then "be it." Buyers, she said, should not have to scrounge to get rate and coverage data. "Get your rate structure set and stick to it." In so doing stations temporarily "may lose an account or two to the rate-cutters but they will come back."

Franklin C. Snyder, vice president-general manager of WTAE (TV) Pittsburgh, said that as a consequence of the Washington crusade for higher level programming, television broadcasters are taking a "harder look" at their operations. There will be more live productions geared to community needs, he said, pointing out that more stations are reserving prime time for themselves.

FCC Sincerity ▪ Thomas H. Wall, of Dow, Lohnes and Albertson, Washington communications law firm, said he feels the FCC is "really sincere" in its drive toward programming improvement and station responsibilities. He urged stations to examine painstakingly the proposed new renewal form and logging requirements and then tell the FCC of the hardships and inequities that would be imposed.

At its concluding business session, the association deprecated the abandonment of the *Voice of Democracy* contest by the NAB and expressed the hope that an adequate replacement would be evolved, either by the NAB or through the current effort of the Veterans of Foreign Wars to resuscitate the project.

The speaker at the dinner session Friday was Sol Taishoff, BROADCASTING and *Television* magazines. His subject was the FCC and the NAB under the New Frontier.

Mel Burka, WTIP Charleston, and John Carr, WDNE Elkins, were nominated for the association's presidency, the winner to take office next January. Election for all offices will be by mail ballot. John C. Shott, WHIS-TV Bluefield, incumbent president who presided at the two-day meeting, automatically becomes a member of the board upon relinquishing the presidency.

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Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

- KWG Stockton, Calif.: Sold by KMO Inc. to Roland B. Vaile and associates for $200,000. Mr. Vaile is former general manager of KTOO Las Vegas. The buying group includes Los Angeles tv performers and staffers John Jacobs, Steve Dunne, Martin N. Hill and Ray Rowan, among others. KWG is on 1230 kc and operates with 1 kw daytime, 250 w night. Broker was Edwin Tornberg & Co.
- KLMR Lamar, Colo.: Sold by Ralph Eaton and associates to Douglas D. Kahle for $158,000. Mr. Kahle owns KWIN Medford, Ore., and is associated with the Edwin Tornberg & Co., station broker, which handled the transaction. KLMR is on 920 kc with 1 kw daytime and 500 w nighttime.

Talks stalled again in KFWB strike

Negotiations between the American Federation of Television & Radio Artists and KFWB Los Angeles aimed at ending the 10-week-old strike of the union against the station were on again-off again last week. AFTRA proposed a three-year contract for the KFWB newscasters, starting at $200 a week, going to $210 the second year and to $220 the third. KFWB rejected this as no reduction from the union's pre-strike demands and stood pat on its own offer of $170, $177.50 and $185. AFTRA broke off the talks, charging KFWB management with refusing to bargain in good faith.

AFTRA meanwhile signed new contracts with three more independent Los Angeles area radio stations: KDAY Santa Monica and Spanish-language stations KALI San Gabriel and KWKW Pasadena. The KDAY contract runs for two years, calls for a $5 a week increase for staff announcers the first year, with future wages to be negotiated at the end of that time. The KALI and KWKW agreements are three-year pacts, calling for $15 increases for announcers over that period. All three contracts are retroactive to May.

Paar's Berlin episode called 'sad, puerile'

The well-publicized, controversial tv show that Jack Paar taped earlier this month on the Berlin border, was telecast by NBC-TV to American viewers last week. It proved to be only slightly less provocative in its aftermath than it had been in its birth. Early reports of the show caused a furor in official Washington circles and were widely greeted with bi-partisan disapproval (AT DEADLINE, Sept. 11).

The border footage, which was shown on Sept. 12 as a 52-minute segment of Mr. Paar's regularly scheduled late-night variety and talk program, was shot at Friedrichstrasse, one of the three crossing points between West and East Berlin. Comedienne Peggy Cass joined Mr. Parr in what amounted to an entertainer's view of a world crisis.

Among other goings on, Mr. Paar and Miss Cass exchanged banter, pointed out local points of interest, glared at communist photographers, and policemen standing on the other side of the crossing point, and interviewed U. S. military personnel stationed in the area.

The show received mostly condemnation from tv critics, with opinions ranging from "puerility" to "sad." NBC-TV officials refused to comment except to say that the Berlin border footage had not been edited to delete anything that might have been considered provocative or in bad taste.

Washington was relatively calm following the show. "About all you can say was that it was typically Jack Paar," Sen. Jacob K. Javits (R-N.Y.) said, in commenting on the program. He said he saw "nothing fatal" in the show, but added, "I don't think anything so sensitive should be handled in this manner."

Sen. Mike Mansfield (D-Mont.), Senate majority leader, had expressed dismay following first reports of the taping incident at the touchy border crossing. But when asked if he watched the program, he replied:

"No—lord, no! The incident is closed as far as I am concerned."

But the program did uncover at least one unexpected Paar defender.

David Lawrence, syndicated Washington columnist for the *New York Herald Tribune,* gave the Paar Berlin show an unequivocal rave in his daily column which was under a lead sentence that asked—"What was all the hullabaloo about?" Mr. Lawrence went on to say that "actually, the show did more to enlighten the American people about the inhumane acts of the communists . . . than may have been obtained from reading some of the fragmentary news accounts over a series of days."

Mr. Paar took up his own defense on his next night's show, also taped in Berlin, but this time in friendlier studio surroundings. In an approximate 15-minute review of his latest imbroglio, Mr. Paar said in part that he though it was a good show, the Berlin situation was "less tense" than "hysterical headlines" in this country indicate, and that senators who had denounced his actions were misled by an exaggerated newspaper report.

NAB changes schedule of its fall conferences

NAB has revamped its annual Fall Conference schedule by setting the opening session Monday, Oct. 9, in Dallas. This fits into the schedule of the Texas Assn. of Broadcasters, which meets Oct. 10-11. Both meetings will be held at the Adolphus Hotel, Dallas.

Originally NAB had planned its southwestern conference for Oct. 12-13 at the Sheraton-Dallas. TAB then set its Oct. 10-11 schedule. But NAB overhauled its schedule to provide one-day instead of two-day meetings, rescheduling its southwestern session to Oct. 16 at the Sheraton-Dallas.

This brought complaints from TAB so the NAB shifted to Oct. 9, permitting Texas broadcasters to attend both meetings during one trip to Dallas.

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KPEN's happier experience with stereo fm

CITES SELLOUT IN WAKE OF OTHER GLOOMY REPORTS

KPEN (FM) San Francisco has signed "enough new business to pay for our stereo installation costs two times over," according to James Gabbert and Gary M. Gielow, co-general managers. They cited the station's stereo success in response to an article "Rough Going for Stereo" in the Sept. 4 BROADCASTING.

KPEN started stereo Aug. 10 with 50 hours of programming per week, or 40% of the total schedule. "Our prime evening time between 6 p.m. and 10:30 p.m. is essentially SRO," the co-managers said. "In just one month, high-fidelity representatives report the sale of over 3,000 multiplex units in this area, approximately one-half million dollars in home receivers."

Extensive promotion was given the station's multiplex stereo, including newspaper ads, signs for dealers, a dinner and a huge billboard. Over 1,000 on-the-air announcements were carried on the station in advance of the stereo starting date. Stereo programming was to be increased to 70 hours a week starting Sept. 17.

The station operators contend some stereo stations have not devoted enough hours to the new service to create consumer demand. They stress the importance of near-perfect transmission. In the last week, they added, three hi-fi manufacturers were refused air time because it wasn't available.

Messrs. Gabbert and Gielow offer these rules for stereo success: Enter fm stereo with the enthusiasm a new medium deserves. Promote thoroughly. Program enough stereo hours, creating a demand for stereo rather than limiting stereo to the time hi-fi companies will buy. Approach stereo on a long-term basis, realizing that the number of sets in the early days will not necessarily warrant bank, auto, food and other non-hi-fi advertising. Maintain quality in audio and programming to demonstrate stereo's excellence.

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Harrington, Righter and Parsons
. . . about the **naturally rich** KSLA-TV market.

WFBM-FM defers stereo

WFBM-FM Indianapolis has decided fm stereocasting "is still not ready for complete service," according to Shirl K. Evans, manager.

After a study by the station's engineering department, Mr. Evans added, the Time-Life Broadcast Inc. station deferred plans to install stereo. "If we were to start stereocasting tomorrow, we would satisfy some listeners but cause problems for others," he said.

"Present stereocasting systems are still not compatible with all brands of receiving equipment. When a fully compatible system is perfected, we'll go stereo."

Radio-tv defense role to get NAB priority

NAB plans to take up the problems of broadcasters and civil defense in the near future and give the study high priority. That's the attitude of NAB President LeRoy Collins as expressed in a letter to N. Joe Rahall, president of the Rahall Radio Stations, responding to one from Mr. Rahall late last month.

Mr. Rahall told Gov. Collins that he had been impressed at the Defense Communications Seminar in Washington (BROADCASTING, Aug. 28) with three problems facing broadcasters:

- The "urgent" need for some authority to be vested in station managers or licensees to assure that essential operating personnel remain at their posts during alerts. There is a corollary need for proper credentials to permit essential personnel to get to and from stations in time of emergency without undue delay.
- Construction of fallout shelters at stations participating in Conelrad alerts or during and after an attack. Although some broadcasters can build shelters on their own, others would need help from the government in some form (outright grants, matching funds in cooperation with state and local authorities) or long-term financing at low interest rates.
- The use of familiar local radio station voices (disc jockeys, announcers, personalities) on the air after an attack to boost the morale of listeners—through information and entertainment. These local familiar voices could be of "invaluable help" to families in time of emergencies or during prolonged confinement in shelters, Mr. Rahall explained.

In his reply, Gov. Collins said he thinks the whole matter of the relationship of broadcasting to civil defense has not received the attention it should at the higher level of government. "I am confident, however," the NAB president said, "that the transfer of the operations of OCDM [Office of Civil & Defense Mobilization] to the Department of Defense, and the recent appointment of a man in the Defense Department to be responsible for civil defense activities, will provide a better possibility of getting some answers."

AB-PT redeeming 5% preferred stock

American Broadcasting - Paramount Theatres Inc. board of directors last week approved an Oct. 20, 1961, redemption of all outstanding shares of 5% preferred stock at a $20.50 price plus an amount equal to the accrued dividend to that date of five cents a share, or a total $20.55 per share. Par value of the stock is $20.

AB-PT President Leonard H. Goldenson said shares of preferred stock outstanding amounted to 67,931. These shares are entitled also to receive the regular 25 cent dividend payable on Sept. 15, 1961, to stockholders of record on Aug. 25, 1961.

Books will be closed on Sept. 20, 1961, to further the transfer of all shares of 5% preferred stock, and notice mailed that day to preferred stockholders. Payment of the redemption price to preferred holders starts Sept. 21 upon surrender of certificates to Bankers Trust Co.'s Wall St. offices in New York. Early in 1953, AB-PT issued 608,041 shares of preferred. AB-PT said the preferred stock would be eliminated to simplify the capital structure of the corporation and to eliminate the dividend requirements on the stock.

MCA would be most affected by SAG edict

AIM: TO TAKE TALENT AGENCIES OUT OF TV PRODUCTION

The Screen Actors Guild's recent ruling to prohibit talent agencies from producing tv film programs and motion pictures (BROADCASTING, Sept. 11) would affect primarily the activities of the Music Corp. of America. An MCA spokesman last week declined to discuss SAG's demands, pointing out they had not been adopted and were subject to further negotiation.

SAG's demands banning talent agencies from production were part of a proposed contract between the union and the Artists Managers Guild, an association of talent agencies. The present contract expires Dec. 31 and a meeting between SAG and the managers guild is scheduled tentatively for Oct. 1.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV:

Sept. 18-22, 25-27 (10:30-11 a.m.) **Play Your Hunch,** part.

Sept. 18-22, 25-27 (11-11:30 a.m.) **The Price Is Right,** part.

Sept. 18-22, 25-27 (12:30-12:55 p.m.) **It Could Be You,** part.

Sept. 18-22, 25-27 (2-2:30 p.m.) **The Jan Murray Show,** part.

Sept. 18-22, 25-27 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

Sept. 18, 25 (8:30-9 p.m.) **The Price Is Right,** P. Lorillard through Lennen & Newell, American Home Products through Ted Bates.

Sept. 18 (9:30-10 p.m.) **Concentration,** P. Lorillard through Lennen & Newell.

Sept. 20, 27 (10-10:30 p.m.) **It Could Be You,** Procter & Gamble through Benton & Bowles.

Sept. 21 (9:30-10 p.m.) **Great Ghost Tales,** Ford through J. Walter Thompson.

Sept. 23 (9:30-10 a.m.) **Pip the Piper,** General Mills through Dancer-Fitzgerald-Sample.

Sept. 23 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

Sept. 23 (10:30-11 a.m.) **King Leonardo and his Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

Sept. 23 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

Sept. 23 (9 p.m. to conclusion) **Saturday Night at the Movies,** part.

Sept. 24 (6-6:30 p.m.) **Meet the Press,** Co-op.

Sept. 24 (7-7:30 p.m.) **The Bullwinkle Show,** General Mills through Dancer-Fitzgerald-Sample; Ideal Toys and Beechnut Gum through Young & Rubicam.

Sept. 24 (7:30-8:30 p.m.) **Walt Disney's Wonderful World of Color.** RCA and Eastman Kodak through J. Walter Thompson.

Sept. 24 (9-10 p.m.) **Bonanza,** Chevrolet through Campbell-Ewald.

Sept. 24 (10-11 p.m.) **DuPont Show of the Week,** duPont through BBDO.

Sept. 25-27 (6-6:30 a.m.) **Continental Classroom,** Contemporary Mathematics.

Sept. 25-27 (6:30-7 a.m.) **Continental Classroom,** American Government.

Sept. 26 (7:30-8:30 p.m.) **Laramie,** part.

MCA's Revue Productions is one of the larger tv program producers. For 1961-62, it will produce, co-produce or serve as sales agent for 11 network series: *Wagon Train, Checkmate, Jack Benny Show, Alfred Hitchcock Presents, Leave It To Beaver, General Electric Theatre, Laramie, Ichabod and Me, Tall Man, Tales of Wells Fargo* and *My Three Sons.*

SAG's ukase would grant talent agencies a six-month period after Jan. 1, 1962, to cease production activities. In the past, agencies were able to obtain production waivers from SAG, but the union noted that this practice was instituted during tv's developmental stages to encourage production. SAG added that this phase of tv has ended.

Reports circulated in Hollywood that the Artists Management Guild would seek to modify SAG's demands, and failing this, might institute a test case in the courts.

The separation of talent agencies from production is reported to be under study by the Justice Dept., which has investigated the activities of MCA and other television producers.

MCA officials declined to discuss the steps it would take if it were compelled to spin off the production company from the talent agency. The general feeling is that the present ownership would retain Revue, which accounts for more than 80% of the company's gross revenue.

WBC offers three tv series

Westinghouse Broadcasting Co. last week announced a trio of new tv offerings, two of which are immediately available to tv stations throughout the country without cost. The third series is a program subsequently to be released for syndication.

Introduced are: a series of 12 one-minute dramatizations of classics in children's literature (labeled as *I Have a Story* series); *English for Americans,* an educational tv series of 50 half-hour programs which form a basic course in written and spoken English language, and *College Presidents Speak,* a series of 42 two-minute "programs" concerning urgent problems facing the nation's colleges as well as those that confront the individual president.

Only the *English for Americans* series will not be immediately available to stations. This series starts today (Sept. 18) on the five WBC tv stations and on WNEW-TV New York (Mon.-Fri., 6:30-7 a.m. and in a Sunday afternoon time period to be announced). The program features Dr. Bergen Evans, professor of English at Northwestern U. WBC produced the series in cooperation with the university.

WBC's *I Have a Story* is aimed at young people between 6 and 12 years. It combines both sophisticated tv advertising techniques with still motion animation of illustrations from the actual books. Narration is handled by announcer Rex Marshall and Joyce Davidson, feature editor of WBC's *PM East.* Each episode concludes with an announcement the story can be found "at your nearest library."

The programs in the *College Presidents Speak* series have been produced by each of the WBC tv stations (WBZ-TV Boston, WJZ-TV Baltimore, KDKA-TV Pittsburgh, KYW-TV Cleveland and KPIX (TV) San Francisco). Many of the spots were filmed on location at various colleges and others were taped in WBC station studios. The concept for this project grew out of WBC's third produced and sponsored conference on local public affairs programming held at Stanford U. in 1959.

MGM-TV to syndicate two hour-long shows

MGM-TV, in its most recent diversification move, last week announced its participation in the syndication field for the first time. The tv arm of MGM Inc., said that *The Asphalt Jungle* and *The Islanders,* both hour-long filmed series it has produced, would be put into syndication this fall. The programs were on ABC-TV during the 1960-61 season.

There are 24 episodes in *The Islanders* series and 13 *Asphalt Jungle* programs available. MGM-TV officials indicated that both properties probably would be ready for local programming by Dec. 1. The company also has 78 episodes of *The Thin Man,* and 26 color programs in the *Northwest Passage* series available for future syndication. The two series were originally televised on NBC-TV and chances are both also will soon be put into syndication.

Richard A. Harper, director of syndicated sales for MGM-TV, said last week that the decision specifically to release the *Asphalt Jungle* and *The Islanders,* stemmed from "a demonstrated demand" among stations and advertisers for quality 60-minute programs (also see lead story, page 19).

MGM-TV's move into syndication is only one of several actions the company has taken to implement its general diversification plans. Earlier this month the company announced its entrance into live and tape production (BROADCASTING, Sept. 11). Previously MGM-TV expanded both its international and domestic sales forces, and syndicated its first package of 30 post-'48 motion-picture features.

On the international front last week, three of the film company's four network programs this fall were sold to the Canadian Broadcasting Corp. *National Velvet* (NBC-TV, Mon., 8-8:30 p.m.) was renewed for the second year on the full CBC network and will start today (Sept. 18), the same premiere date as in the U. S. *Father of the Bride,* (CBS-TV, Fri., 9:30-10 p.m.) was sold to the eight CBC owned-and-operated stations and will begin the end of this month. *Dr. Kildare* (NBC-TV, Thur., 8:30-9:30 p.m.) was sold through NBC International to the full CBC network and its opening program is scheduled for Sept. 23, five days before its American premiere. The remaining MGM-TV-produced program is *Cain's Hundred* (NBC-TV, Tue., 10-11 p.m.).

NBC films syndicates 'The Best of Groucho'

NBC Films has sold its 250-segment package of *The Best of Groucho* in 40 key markets. Presented by NBC-TV for the last nine years under the titles of *You Bet Your Life* and *The Groucho Show,* this is the first season that the comedy-quiz series, starring Groucho Marx, has been sold off the network as a syndicated program.

Among the stations which have bought *Best of Groucho* are KTTV (TV) Los Angeles, WPIX (TV) New York, KTVU (TV) San Francisco, WWJ-TV Detroit, KOMO-TV Seattle, WJXT (TV) Jacksonville, WMAR-TV Baltimore, WRC-TV Washington and WGN-TV Chicago. Bill Breen, national sales manager for NBC Films, estimates that more than 150 stations will buy the package.

NBC (Canada) Ltd., newly created Canadian subsidiary of NBC, has sold three tv programs in Canada. *The Tab Hunter Show* and the new hour-long *Dr. Kildare* series were sold to the Canadian Broadcasting Corp. tv network, and 57 episodes of the *Loretta Young Show* were sold to Procter & Gamble for showing in 19 major Canadian markets. *Tab Hunter Show* is being sponsored by Jergens Lotion, through Vickers & Benson Ltd.

George W. Harper, vice president and general manager of the Canadian subsidiary, said these are the first sales to be announced by NBC (Canada) Ltd., which was established in July to distribute and produce tv programs in that country.

Film sales...

The Life and Legend of 'Wyatt Earp' (ABC Films): Sold to KARK-TV Little Rock, Ark.; WRGP-TV Chattanooga, Tenn., and KMED (TV) Medford, Ore. Now sold in 25 markets.

Everglades (Ziv-UA): Sold to Continental Baking Co. for WRC-TV Washington; Progresso Foods for WTVT (TV) Tampa-St. Petersburg; Food Town Inc. for WAFB-TV Baton Rouge, La., and Rural Electric Assn. for WJBF (TV) Augusta, Ga. Also sold to WRCV-TV Philadelphia; WNAC-TV Boston; WCSH-TV Portland, Me.; WINK-TV Fort Myers, Fla.; KLIX-TV Twin Falls, Idaho; KIMA-TV Yakima, Wash.; KHSL-TV Chico, Calif., and WNEP-TV Scranton-Wilkes Barre, Pa.

Films of the 50's Vol. II (Seven Arts Associated): Sold to WKZO-TV Kalamazoo, Mich. Now sold in 45 markets.

FATES & FORTUNES

BROADCAST ADVERTISING

Charles Barker, account executive of National Gypsum, Cleveland, named vp of Fuller & Smith & Ross. Others named vps were **Leonard Hall,** creative director, Cleveland; **Charles Hanson,** creative director, Pittsburgh; **George Schnake,** group supervisor of consumer section for Alcoa, Pittsburgh; **Donald F. Sternloff,** creative director, San Francisco and **Ralph Zylke,** copy director, Chicago.

Donald Daigh appointed writer-producer in creative radio-tv department of D'Arcy Adv., St. Louis. He previously was with Lambert & Feasley in New York and prior to that with J. Walter Thompson and William Esty agencies.

Mr. Daigh

Wallace J. Gordon, vp and copy chief of Grant Adv., New York, transfers to agency's Chicago office in similar capacity.

Herb Gottschalk, formerly executive vp of Frem Diversified Industries, joins Mohr & Eicoff, Chicago advertising agency.

Louis Meisel, account executive, Coordinated Marketing Agency, New York, joins Charles Jay Co., advertising agency, that city, as executive vp in charge of that agency's new package goods division specializing in food and drug field.

Don Weiner named vp and operations manager of Norman, Craig & Kummel, New York. Previously he has held high administrative posts in every one of McCann-Erickson's (now Interpublic Inc.) numerous divisions except international section. **Murray Roffis,** media supervisor of McCann-Erickson, New York, named assistant vp and media director of NC&K. **Eugenie Stamler,** previously in charge of NC&K print buying group, promoted to newly created media relations position. She also is vp. **Henry Halpern,** acting media director, will continue as vp-marketing and research director. **Sheldon Boden, George Coleman** and Mr. Roffis, who are all associate media directors and assistant vps, will head new media buying groups. **Bruce Graves,** formerly with M-E, named manager of newly created media research department.

Phil Townsend Hanna named vp of Allen, Dorsey & Hatfield, Los Angeles advertising and marketing firm. For last four years, Mr. Hanna has been operating pr counseling service under his own name.

George Place, for past 11 years member of the retail advertising department of *Milwaukee Sentinel,* appointed account executive of Bundy Assoc., Milwaukee advertising agency.

Alex G. Pappas, formerly vp of Erwin Wasey, Ruthrauff & Ryan, joins The Jack Wyatt Co., Dallas, as account executive.

Mr. Cleland

Philip A. Cleland, vp and account supervisor at C. J. LaRoche agency in New York, named vp and manager of Pittsburgh office of Fuller & Smith & Ross. He succeeds **George Welch,** who resigned to join IT&T International.

Hy Schneider, associate director, merchandising, Lennen & Newell, New York, named account executive on Benrus Watch Co. account.

George R. Christie, account executive on Fleischmann Distilling Corp. account, and **Tod Moore,** account executive on National Biscuit Co. account, Ted Bates & Co., New York, elected assistant vps of agency.

Peter T. Andrews joins Seattle office of Guild, Bascom & Bonfigli, as account executive. He formerly was associated with Richard N. Meltzer Adv., Los Angeles.

William J. Callahan Jr., research business director, Sullivan, Stauffer, Colwell & Bayles, New York, re-elected president, Marketing Research Trade Assn., that city. Other officers elected include: **Frances Reitmeyer,** Pepsi-Cola Co., vp; **Beatrice Gorbaty,** Survey Service of Western New York, corresponding secretary; **Isobelle Rhodes,** Opinion Research Corp., recording secretary; and **Frances Kienker,** General Foods Corp., treasurer.

F. Michael Latta, art director, J. Walter Thompson, New York, joins Fuller & Smith & Ross, that city, in similar capacity.

Keith Holden promoted to assistant director of radio-tv department of W. E. Long Adv., Chicago.

Tom G. Barnes, traffic coordinator, BBDO, New York, joins Smith/Greenland, that city, as traffic manager.

Robert A. Wahl, radio-tv creative director, Cohen & Aleshire, New York, and most recently producer of *TV Health Fun Club,* program produced for President's Council on Youth Fitness, appointed creative director of Product Services, advertising agency, New York.

Ola Pfeifer, advertising director of Curon Fiber Div., Curtis-Wright Corp., named pr director of Gerald F. Selinger Adv., Bala Cynwyd, Pa. Miss Pfeifer will be headquartered in agency's New York office.

Stanley Kohagen joins Baker & Stimpson Adv., Seattle, as assistant production manager.

Ken Rainwater joins Rosenwald & Assoc., Amarillo, Tex., advertising agency in copy-contact capacity. He had been engaged in sales promotion for Shamrock Oil & Gas Co., that city.

Ruth Lembeck, formerly with Compton Adv., New York, and **Thomas Rondell,** who was with William Esty Co., New York, joins Smith/Greenland, that city, as members, copy department and account service department, respectively.

Barry Biederman, copy department, Cohen & Aleshire, New York, and **Howard Robin,** group supervisor, Mogul, Williams & Saylor, New York, join copy department, Lennen & Newell, that city.

Alan Meyer appointed copywriter of Tracy-Locke Co., Dallas agency. He

if you plan to install a
tape-in-magazine system . . .

here's why you should choose

AUTOMATIC ATC TAPE CONTROL

Since ATC's introduction of the tape-in-magazine system in 1958, all new tape cartridge developments have come from one company . . . Automatic Tape Control Inc. In 1960, ATC introduced the Dual-Tone system which allows automatic actuating of other equipment, such as reel-to-reel tape machines, Seeburg record changers, slide changers in TV, etc. In 1961 came the remarkable ATC 55, which plays up to 55 magazine-loaded tapes (and actuates other equipment) in sequence without reloading, resetting or manual cueing. And, in 1962, Automatic Tape Control Inc. will introduce *an accessory unit that performs the functions of automatic program logging and automatic billing direct from magnetic tape!* Only Automatic Tape Control equipment is designed for maximum flexibility and for the future . . . allowing for easy conversion to full or part-time automation or to automatic program logging and billing for your station! Made by broadcasters for broadcasters, and formerly distributed exclusively by Collins Radio Company, there are more than 4,000 thoroughly tested and proved ATC units in use in over 600 radio and TV stations. For complete information, a collect phone call will put you in touch with First Class licensed broadcast engineers who can answer all your questions. **AUTOMATIC TAPE CONTROL INC., 209 E. Washington Street, Dept. 109, Bloomington, Illinois.**

had previously been with BBDO in San Francisco.

Stephen P. Kelner joins marketing department, Lambert & Feasley, New York.

THE MEDIA

Robert A. Hinners, general manager of WFLM (FM) Ft. Lauderdale, Fla., named vp and station manager of WWIL-AM-FM, that city. Mr. Hinners is board member of Fourth District Advertising Federation of America and director of National Assn. of Fm Broadcasters.

Arthur O'Connor, vp and sales manager, Devney-O'Connell, station representative, New York, succeeds **Philip Waterman** as member, tv sales staff, Avery-Knodel, station representative, that city. Mr. Waterman was appointed sales manager, KTUL-TV Tulsa, Okla.

Mr. Ritchie

William S. Ritchie, local sales manager of KTVH (TV) Hutchinson - Wichita, Kan., promoted to general sales manager. Mr. Ritchie, who will continue to head local sales department as well as coordinate all KTVH sales effort, has been with station since 1953. He first served as promotion director and later as regional salesman.

Richard Golden and **David Fuchs** named to newly created positions of director of market planning and director of market development, respectively, of CBS-TV Network sales department. Mr. Golden was director of sales presentations and market planning in network sales promotion and advertising since 1958. Mr. Fuchs was director of sales presentations since early this year. New titles for three other sales staff executives: **Robert E. Philpot,** formerly director of sales services, named director of sales development; **George Zurich,** manager of station clearance, named manager of sales service, and **Robert L. Pike,** formerly assistant manager of station clearance, now assistant manager of sales service.

Stan Richards named manager of WCCB-TV Montgomery, Ala. Station is scheduled to begin telecasting at end of year. Mr. Richards, formerly with WINS New York, has served as program director of WORL Boston and executive vp of WILD, that city.

F. Chase Taylor Jr., program director of WVET-TV Rochester, N. Y., named vp of Veterans Broadcasting Co., parent corporation.

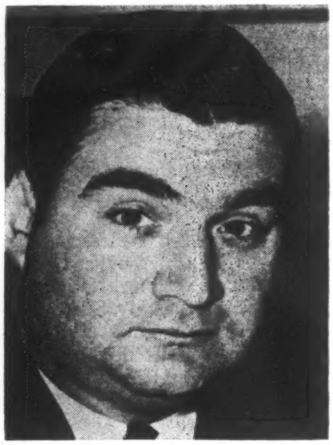
W. B. Taylor Eldon, radio sales manager, Advertising Time Sales, New York, appointed vp in charge of radio sales. **James A. McManus,** tv sales manager, named vp in charge of tv sales and **Monroe H. Long Jr.,** tv account executive, elected secy-treasurer.

Dick T. Hollands joins New York sales office of Triangle Stations as account executive. He formerly was tv station operations consultant for NBC International in Argentina.

John E. Buzby named account executive in Chicago office of CBS Radio Spot Sales. He had been with Headley-Reed, since Aug. 1955, and continued with The Bolling Co., following merger last February.

Leonard T. Giarraputo, formerly account executive, WNBC-TV New York, joins WNEW-TV New York, in similar capacity.

Hank Weiss, national sales representative for KNX and CBS Radio Pacific Network, Los Angeles, named account executive, succeeding **Ray Barnett,** who resigned to establish Los Angeles offices of Garland Agency, Phoenix. **Frank Oxarart Jr.,** promotion and merchandising manager, takes over former duties of Mr. Weiss. **Sherril Hops,** research coordinator, department of information services, assumes former duties of Mr. Oxarart. **John Hokom** named research coordinator, shifting from sales service.



Salinger honored

Pierre Salinger, White House news secretary, has been selected to receive Pulse *Man of the Year* award. Mr. Salinger will receive award at special luncheon to be given at Plaza Hotel in New York, Oct. 18. Pulse president, Dr. Sydney Roslow, said Mr. Salinger had been chosen because of "imaginativeness and efficiency" with which he brought radio-tv to bear upon presidential news conferences.

Barry Bergsman appointed account executive of KNXT (TV) Los Angeles. Mr. Bergsman has been with station's sales staff since beginning of this year.

James MacDonald, account executive of Brady Co., Milwaukee advertising agency, appointed account executive of KRAK Stockton, Calif.

James C. Rogers, manager of Chicago office, Paul H. Raymer Co., station representative, joins tv sales staff, The Katz Agency, that city.

David A. Moss, commercial manager and sports director of WKDN Camden, N. J., appointed assistant general manager. Mr. Moss will retain his present position.

Jerry Marshall named treasurer and co-manager of New England Spot Sales. He previously had been serving in sales capacities with WORL Boston, WKNB-AM-TV New Britain, Conn., and WHCT (TV) Hartford.

Kenneth P. Donnellon, special projects staff, press information department, WCBS-TV New York, appointed pr

UNITED PRESS INTERNATIONAL
a smart addition to any newsroom

representative, Ford Motor Co., that city. Mr. Donnellon will be responsible for radio-tv network and station news and project assignments.

Arthur (Bob) Sobelman joins KLIV San Jose, Calif., as sales manager. He previously had been with KXOA Sacramento sales staff.

Ted White, news editor and producer, WOR New York, named part-time instructor in radio-tv news and features, New York U.

Mike Sommer, newsman, KABC-AM-TV Los Angeles, joins KUSC-TV Los Angeles, U. of Southern California's closed circuit etv station, as public affairs director. He will write and produce documentaries for station while completing studies toward Ph.D. degree in telecommunications.

Bob Robertson, sports director of KTNT-TV Tacoma - Seattle, Wash., elected president of Washington Assn. of Sportscasters.

Herbert W. Crosby promoted to sales manager of WCSH Portland, Me. He had been member of sales staff for three years.

Marion Cook, women's editor and women's program director of WFDF Flint, Mich., appointed women's director of WGR Buffalo.

Mrs. Evans

Rose B. Evans named general manager of WOKY Milwaukee, succeeding **Leonard A. Schindler** who resigned to enter advertising field. Mrs. Evans is vp of parent Bartell company which operates WOKY. She is sister of Bartells and has been active in group's activities since its inception in 1947.

Clair D. Roskam, staff writer for WCBS-TV New York's series *Camera Three,* named producer.

Jack Farren, producer of NBC-TV's two *Concentration* programs, leaves series Sept. 18 to prepare for another, but unannounced, industry assignment.

Bob Evans named program manager, news director and production chief of WFMO Fairmont, N. C.

Bobbie Barnett, music director and air personality at KFIV Modesto, Calif., promoted to program director. **Milt Hibdon,** account executive at KYOS Merced, Calif., joins KFIV as account executive and **Gary Martin Avey,** air personality also at KYOS, named air personality at KFIV.

George W. Cyr, formerly with WGR-TV Buffalo, appointed director, programming and operations, WDAU-TV and WGBI Scranton, Pa.

Samuel Holman, program supervisor, WLS Chicago, joins WABC New York in similar capacity.

Bob Concie, formerly air personality with KXA Seattle, joins KGMI (formerly KVOS) Bellingham, Wash., as program director. **Bonnie Gardner,** traffic director of KPUG Bellingham, joins KGMI as traffic director.

Herb Johnson appointed program director of KEPI (FM) Phoenix. Station, which is not yet on air, is expected to begin broadcasting about Oct. 1. **Barbara Melton,** until recently associated with Phoenix Newspapers Inc., named pr director.

Jackie Pierce, program hostess and women's editor of WTVJ (TV) Miami, appointed director of public services. Miss Pierce will continue with her previous duties.

Keith L. Price, studio and field technical director of WRC-TV Washington, named to head tv and video tape operation of The Protestant Radio & Television Center, Atlanta, Ga. **Edmund T. Brown,** engineer with WRC-TV for past 12 years, named to assist Mr. Price.

Eugene M. Jenkins, news director of KEPR Kennewick - Richland - Pasco, Wash., appointed morning news editor of KGB San Diego. **C. W. Moore** and **Frankie Ray** join station as air personalities.

Irving R. Levine, Rome correspondent, NBC News, temporarily assigned to West Berlin. **Robin MacNeil,** correspondent, who has served at West Berlin for past month, returns to his regular post in London.

Osgood Caruthers, former Moscow correspondent for *The New York Times,* appointed deputy director of press, publications and public service division of United Nations office of public information. He succeeds **Matthew Gordon,** who resigned to form own company that will specialize in development of technological investments, management assistance and consultancy in political, economic and technological field largely for investment and industry.

Ellis Marvin named news director of WLUK-TV Green Bay, Wis.

Lou Gutenberger, program director of KGMS Sacramento, joins staff of KSTT Davenport, Iowa, as air personality.

Mr. Jacobs

Harvey Jacobs appointed program director of WILA Danville, Va. Mr. Jacobs joined station in Sept. 1960 as air personality. In addition to his new duties he will continue with his own show. Prior to joining WILA Mr. Jacobs was announcer for WBTM, that city.

Jack Murphy, fomerly on staff of WBZ Boston, joins WARM Scranton, Pa., as air personality.

Jack Bivans, formerly on sales staff of Adam Young Co., joins local sales staff of WBBM Chicago.

Jim Flood joins publicity staff of KGO-TV San Francisco. He had been with Jim Mahoney & Assoc. and Rogers & Cowan, Hollywood pr firms.

Paul Purtan, air personality of WMBR Jacksonville, Fla., joins WSAI Cincinnati in similar capacity.

Leeds Scofield, formerly with WJXT (TV) Jacksonville, Fla., joins WVIP Mt. Kisco, N. Y., as staff announcer.

Robert Lazich and **Richard K. Driscoll** join staff of WTCN Minneapolis-St. Paul. Mr. Lazich, formerly on staff

R. C. CRISLER & CO., *INC.*

Business Brokers Specializing in Television and Radio Stations

4 Offices To Better Serve You . . .

CINCINNATI, O. Paul E. Wagner, Fifth Third Bank Bldg., DUnbar 1-7775
WEST COAST Lincoln Dellar & Co., Santa Barbara, Calif. WOodland 9-0770
OMAHA, NEB. Paul R. Fry, P.O. Box 1733 (Benson), 391-9455
NEW YORK 41 E. 42nd St., MUrray Hill 7-8437

of KUTT Fargo, N. D., was named to news staff and Mr. Driscoll, former announcer of WDGY Minneapolis, retains that position.

GOVERNMENT

Alexander Greenfield, attorney with FCC Complaints & Compliance Div., appointed U. S. district attorney for Delaware, his home state. With FCC since October, 1960, he is former director of WHYY (FM), educational station in Philadelphia, and ex-president of Delaware Educational Television Assn.

Arthur A. Gladstone, chief of Domestic Radio Facilities Div., Common Carrier Bureau of FCC, named legal assistant to Comr. Robert E. Lee. He succeeds **Thomas J. Dougherty** who has been named assistant general counsel of Metromedia Inc., New York, which through its Metropolitan Broadcasting operates six tv, four am radio stations in major markets. Mr. Dougherty will have offices in Washington.

PROGRAMMING

G. Roger Cahaney, promotion director, and **W. M. Bastable,** midwestern sales manager, Sterling Movies U. S. A., (distributor of information films for tv and general audience) New York, elected vps.

Barrie M. Damson, attorney for NBC, New York, appointed corporation counsel and elected assistant secretary, Jayark Films Corp., that city.

John McCormick, sales manager, midwest division of United Artists Associated, Chicago, appointed assistant general sales manager, New York.

Henry Colman appointed executive producer and director of program development of International Video Tape, creative tv programming firm in Los Angeles.

ALLIED FIELDS

W. Wallace Warren, formerly with Gates Radio Co., joins Howard S. Frazier, Washington radio-tv management consultant.

EQUIPMENT & ENGINEERING

Alfred J. Pote named senior vp and assistant to president of Page Communications Engineers. He previously had served as vp of Itek Corp.

Robert H. Beisswenger named general manager of Jerrold Electronics Corp., Philadelphia manufacturer specializing in community antenna systems. **Donald Spanier** named general manager of Harman - Kardon, Jerrold subsidiary specializing in high fidelity equipment and **Daniel Aaron** appointed assistant general manager in Philadelphia.

INTERNATIONAL

Alex Stewart, formerly partner of Trans-Ocean Radio & TV Representatives Ltd., Toronto, named vp and general manager of Stovin-Byles Ltd., Toronto, station representation firm. **Forbes E. Calder,** formerly of Montreal office of Stovin-Byles, transferred to television sales division at Toronto.

Mr. Reeve

James M. Reeve, executive vp of McCann-Erickson (Canada) Ltd., Toronto, named president of agency, succeeding **Dick Wright,** who has resigned to go into travel agency business.

Karl Philippi, president and board chairman, General Electric, S.A. De C. V., Mexico City, and subsidiaries—Manufacturea General Electric, S.A. De C.V., Santa Clara, Mex., and Lamparas General Electric De Mexico, S.A. De C.V., Monterrey, appointed deputy area general manager for Caribbean area, International Telephone and Telegraph Corp. Mr. Philippi will make his headquarters in New York and will report to Ted B. Westfall, ITT vice president and area general manager, Latin America.

DEATHS

Oliver W. Heath, 67, vp of Leo Burnett Co., Chicago, died Sept. 2 in Evanston Hospital. He had been with agency for 10 years and in advertising business in Chicago for 40 years.

Anthony LaFrano, 50, vp of RKO General, executive director of KHJ Los Angeles and director of news and special events, KHJ-AM-TV, died Sept. 13 of heart attack.

Leo Carrillo, 81, film and tv star, died in Santa Monica, Calif., Sept. 10 of cancer. Best known for his portrayal of "Pancho" in *Cisco Kid* series, his acting career spanned period nearly half century in length.

James T. Mahoney, 68, musical radio director, Arlington, Mass., died Sept. 1 at his New Hampshire summer home following long illness. Mr. Mahoney served as director of musical programs for WNBC New York, and as program director for radio stations in Baltimore and Boston.

WMCA's Nathan Straus dies at 72

Nathan Straus, 72, board chairman of WMCA New York and lifetime leader in public and business affairs, died last Wednesday, Sept. 13, in Massapequa, L. I., where he had gone to look over some property. He was understood to have suffered from heart ailment. R. Peter Straus, a son, is president of WMCA. Mr. Straus, who also was chairman of Straus Broadcasting which includes Radio Press International, taped news service, and WMCA, purchased latter in 1943 and was its president until 1959 when he became chairman. Largely through Mr. Straus' efforts to reverse Mayflower decision prohibiting stations from editorializing, WMCA became the first radio outlet to air editorials when the FCC eased regulations in 1949.

He was administrator of the U. S. Housing Authority from 1937 to 1942, after he had led the movement for passage of the Housing Act in 1937. He was an international authority on public housing and wrote two books on the subject. Earlier, Mr. Straus had been a newspaper editor and entered the publishing field in 1914, when he purchased *Puck* magazine. He was a Navy veteran of World War I, member of New York state senate from 1921 to 1926, New York state administrator of National Recovery Administration in 1934 and chairman of New York City's mayor's advisory council from 1954 to 1958.

He was born in New York May 27, 1889. Survivors are his widow, Helen, four sons; R. Peter, Irving, Barnard and Nathan Straus III and a brother, Hugh. Funeral service was Friday at Jewish Community Center, White Plains, N. Y.

McGavren's Labor Day field trip

What better way to understand your client than to visit him at his home base? Daren F. McGavren Co., New York, which represents Gordon McLendon's west coast radio stations, the all-news radio station, XTRA "News" in Los Angeles and KABL San Francisco, carried this thought through by flying the whole sales staff in New York to visit both operations. They made the trip over the Labor Day weekend.

First stop was Los Angeles where they visited the offices of XTRA (a Tijuana, Mex., station, programmed and sold out of Los Angeles). From there, the sales people stopped in San Francisco to see KABL.

Pictured above are the happy visitors. They are (from left) Mike Schwartz, Ralph Conner, Monte Lang, Judy Priborshay (the stewardess); Gerry Mulderrig, Don Wilks, Roger Hudson.

D.j.'s wash elephants to publicize Shriners

The Shriners recently asked CHUM Toronto for help in publicizing their charity circus at the 1961 Canadian National Exhibition. CHUM responded with an elephant-washing contest among its disc jockeys, with the winner (based on fastest time) to receive 500 tickets to the circus.

The day-by-day competition: Monday—John Spragge washed his elephant in front of the grandstand crowd at the circus. Time: 2 minutes, 53 seconds. Tuesday—Dave Johnson duplicated the task in 2 minutes, 40 seconds. Wednesday—Bob Laine enlisted the aid of another elephant who blew water all over Bob's elephant. Time: 58 seconds (Bob was disqualified). Thursday—Bob McAdorey walked his elephant to a nearby fire hall and washed his elephant with a stirrup pump in 1 minute, 49 seconds. Friday—Mike Darow returned to the circus and washed his elephant in the fantastic time of 46 seconds. It was a baby elephant. Saturday—Al Boliska had an elephant trucked to a nearby car wash and vowed to clean the animal in half a minute. However, it was not possible to turn on the water and steam without scaring the elephant, so Al had to carry buckets of water, himself. Time: 10 minutes, 32 seconds.

The winner: Mike Darow.

Repair those old antennas

To inform viewers of the importance of television antennas, WSJS-TV Winston-Salem, N. C., has started a 39-week tv-newspaper campaign in conjunction with that city's various television repair shops.

Believing that most of the "poor" picture complaints stem from antennas which have not been adequately cared for, the station is attempting to enlighten the public on the technical aspect of television—and what it ought to know about simple maintenance.

What is a 'Dinky Doo'?

A 'Dinky Doo' promotion conceived by WLEE Richmond on the spur of the moment blossomed into 34-hour success, proving again the pulling power of radio—and its persuasiveness.

Disc Jockey Harvey Hudson had finished playing the new Capitol recording, Dinky Doo, when he asked, what is it? It was not meant to be a quiz, but listeners began flooding WLEE's switchboard with their own particular answers to the question. So Mr. Hudson created an answer (a person who leaves his chewing gum on the bedpost overnight) to the question.

A prize of one dollar was offered to the first person who correctly guessed the answer, with the prize being raised one dollar every 30 minutes until it reached $25 at which time it was frozen.

When the "quiz" had run about three hours, a comment was made on the air (strictly as a joke) that the manager of a local night club knew something about Dinky Doos. The remark tied up the night club switchboard for hours. WLEE mentioned out-of-town places that had information pertaining to the definition of a Dinky Doo.

Here are some of the places WLEE mentioned for listeners to call. (And all reported back to the station that listeners did call); Jimmie Fidler, Hollywood; The Water Commissioner of Allentown, Pa.; the Soviet Embassy, Washington; BROADCASTING Magazine, Washington; Eddie Lyman, WQOK Greenville, S. C. (brother of Dave Lyman, WLEE's program director).

When it appeared that things were getting out of hand, WLEE broadcast a one word (bedpost) clue. Some 90 minutes later, a Richmond lady won the prize. She said she had tried to reach WLEE for 90 minutes but the line was busy.

CAN YOU TAKE A JOKE??

Well, then I must confess that it's not exactly yours for the *taking*, but I DO offer—at reasonable rates—a weekly script service consisting of stories, satires, humorous comments on the passing scene—40 separate pieces of various length, designed to put the light touch to your programming. It's the kind of material which, for the past ten years has stood this country boy in good stead in the big city. It would, of course, be EXCLUSIVE to you within your coverage area!

If interested—and I hope you are—write for sample script and details to:

JACK STERLING

BARBTON, INC.

485 Madison Ave., New York 22, N. Y.

KABC-TV charters the 'A Train'

TAKES 250 TO DEL MAR FOR DAY AT THE RACES

Over 250 horse lovers representing the press, advertising agencies and advertisers were guests of KABC-TV Los Angeles earlier this month for a day at the Del Mar races.

The ABC o&o station chartered a special 10-car train from the Santa Fe Railway Co., named it the "A Train" in conjunction with the station's slogan, "Take the 'A' Train," decorated it with posters and slogans promoting its new fall shows and took off for the track and a day of festivities.

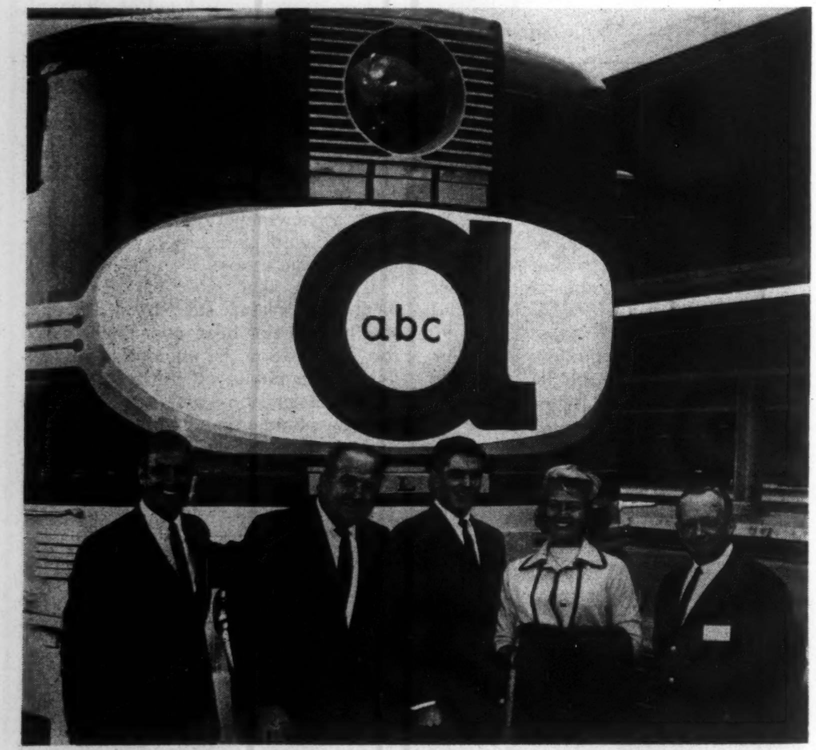
Luncheon was served while a trio of roving music-men filled the air with familiar refrains—including the station's theme song and those of ABC-TV shows. Accompanying the track fans were Marilyn Maxwell, star of *Bus Stop,* and Broderick Crawford and Ray Hamilton, co-stars of *King of Diamonds,* both new shows included in KABC-TV's fall schedule. The track even named two feature races for the occasion with Miss Maxwell and Messrs. Crawford and Hamilton presenting the wreaths of roses to the winners.

Even the trip back had merit. The Victor's Cocktail Party was the highlight along with prime rib dinners, a winning combination even for the losers.

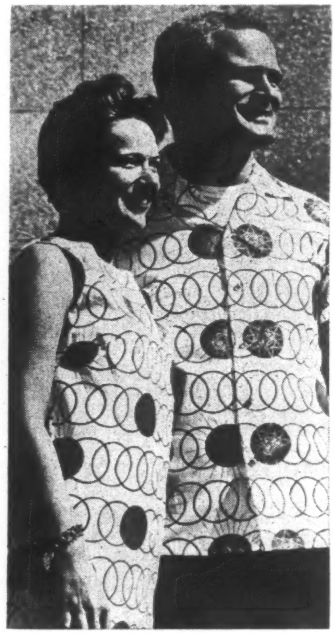
KABC-TV says promotion for its 1961-62 season will be the biggest in its history. It plans 156 30-sheet billboards in strategic areas in Los Angeles for a period of 30 days; half-page ads in seven local and area newspapers every day for the remainder of this month; 104 king-size bus banners on as many buses for a month.

In addition, a direct mail campaign directed to agency executives, timebuyers and station reps, highlighting each of the 13 new network shows, has been created with recipients asked to send in humorous captions to the enclosed picture. The winner will receive a set of luggage.

KABC-TV will support the multimedia campaign with a heavy spot schedule of its own using the "Take the A Train" theme.



Among the 250 track fans who took KABC-TV's 'A Train' was this distinguished quintet. From l to r: Elton H. Rule, vice president and general manager of KABC-TV; Broderick Crawford and Ray Hamilton, co-stars of 'King of Diamonds'; Marilyn Maxwell, star of 'Bus Stop,' and James G. Riddell, vice president in charge of ABC's western division.



Shirts and 'Muu Muus'

The title frame on *Follow the Sun,* new ABC-TV series (Sun., 7:30-8:30 p.m. EDT), has inspired Kaiser Industries to fashion an Aloha shirt and Muu Muu (Hawaiian dress) after the design used at the show's opening. Tv columnists and station promotion managers received shirts and Muu Muus to remind them the series began Sept. 17. Kaiser, which is part sponsor of the series, plans to make the design available through regular distribution later in the fall. Shown modeling the *Follow the Sun* shirt and Muu Muu are Eddie Kuaffman and Pete Taylor of Kaiser.

Milici's 'settled-in' party

Deviating from the usual anniversary and new headquarters format, Milici Adv., Honolulu, recently celebrated a "settled in" party with some 460 guests in attendance.

In its new quarters for nearly a year, the 15-year old agency used the theme "we never had time to have one (a party) until now," as the keynote of its various displays.

The party was publicized primarily by the use of a telephone recording, played more than 5,000 times in three weeks, according to local telephone company officials. Radio and tv personalities helped to spread the telephone number but the phone message merely was a teaser and never gave the time or place of the event.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Sept. 7 through Sept. 13. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbrevations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. *—educational. Ann.—Announced.

Existing tv stations

ACTION BY FCC

KLRJ-TV ch. 2, Henderson, Nev.—Granted waiver of Sec. 3.652(a) of rules to permit identification as Las Vegas-Henderson station without changing obligations to serve Henderson as principal city. Action Sept. 7.

New am stations

ACTIONS BY FCC

Okeechobee, Fla.—Sugarland Bcstg. Co.—Granted 1570 kc, 1 kw D. P.O. address box 1027, Arcadia, Fla. Estimated construction cost $20,825, first year operating cost $20,000, revenue $28,000. **Francis Denmead,** sole owner, is motelman, etc. Action Sept. 8.

Americus, Ga.—Sumter Bcstg. Co. Granted 1390 kc, 5 kw D. P.O. address c/o L. E. Gradick, 987 Mt. Paran Rd., NW., Atlanta, Ga. Estimated construction cost $10,300, first year operating cost $26,000, revenue $38,000. Applicants are **John F. Frew, Robert E. Lashley, Leslie E. Gradick Jr.,** and **Robert E. Lashley Jr.,** all 25%. Mr. Frew has 50% interest in WPLK Rockmart, Ga. R. E. Lashley is employe of post office. Mr. Gradick has 50% interest in WPLK and ⅓ ownership of WLAW Lawrenceville, Ga. R. E. Lashley Jr. is consulting engineer. Chmn. Minow and Comr. Bartley dissented. Action Sept. 7.

Black Mountain, N. C.—Blue Ridge Bcstg. Corp. Granted 1010 kc; 10 kw D. P.O. address c/o George M. Wilson, 13 S. 13th St., Minneapolis, Minn. Estimated construction cost $67,218; first year operating cost $40,000; revenue $50,000. **Blue Ridge Bcstg. Corp.** is **non-profit corporation**. Action Sept. 7.

Canyon, Tex.—W. J. Harpole. Granted 1550 kc, 1 kw D. P.O. address Box 1071, Plainview, Tex. Estimated construction cost $17,850, first year operating cost $3,000, revenue $3,600. Mr. Harpole, sole owner, has following broadcast interests: KVOP Plainview (two-thirds); KVOU Uvalde and KEPS Eagle Pass (one-half), and KVOZ Laredo (22%), all Texas. Action Sept. 8.

Deerfield, Va.—Deerfield Bcstg. Co. Granted 1150 kc, 1 kw D. P.O. address c/o David G. Hendricks, box 88, Red Lion, Pa. Estimated construction cost $19,188, first year operating cost $20.580, revenue $29,000. Applicants are **Robert W. Neilson, David G. Hendricks, Ralph O. Hamilton** and **John H. Norris**, all 25% each Mr. Neilson is manager of WGCB Red Lion, Pa. Mr. Hendricks is employe of that station, Mr. Norris is general manager of WGCB. Mr. Hamilton is in freight business. Action Sept. 13.

APPLICATIONS

Fairfield, Calif.—Fairfield Publishing Co. 1340 kc; 250 w unl. P.O. address c/o W. Dean McNaughton, Pekin Daily Times, Pekin, Ill. Estimated construction cost $39,400; first year operating cost $36,000; revenue $42,000. Principals: **W. Dean McNaughton** (51%); **Donald M. Soldwedel** (19.5%); **Joseph E. McNaughton** (14.5%); **John T. McNaughton** (10%); **F. F. McNaughton** (5%). W. D. McNaughton is publisher and 26% owner of newspaper; J. E. McNaughton is publisher and 37.25% owner of newspaper; F. F. McNaughton is editor and 19% owner of newspaper; Mr. Soldwedel is co-publisher of newspaper. Ann. Sept. 8.

Perry, Fla.—Eugene Ketring. 1310 kc; 1 kw D. P.O. address box 853, Perry. Estimated construction cost $11.185; first year operating cost $19,000; revenue $30,000. **Eugene Ketring**, sole owner, owns electronics firm and 50% interest in Blackshear, Ga., am application. Ann. Sept. 8.

Greensburg, Ind.—Tree Bcstg. Co. 1330 kc; 500 w D. P.O. address box 443, Somerset, Ky. Estimated construction cost $17,315; first year operating cost $29,000; revenue $35,000. Principals: **Oris Gowen, Howard Edwards** (each 50%). Mr. Gowen is part owner of WAIN Columbia, and WTLO Somerset, both Kentucky; Mr. Edwards is commercial manager of WTLO. Ann. Sept. 8.

Lincoln, Neb.—Lancaster County Bcstg. Co. 1530 kc; 5 kw D. P.O. address 116 E. Broadway, Winona, Minn. Estimated construction cost $73,502; first year operating cost $100,000; revenue $120,000. Principals: **Merlin J. Meythaler, Merton J. Gonstead, Rex N. Eyler, James B. Goetz** (each 25%). Mr. Gonstead operates chiropractic clinic; Messrs. Goetz, Meythaler and Eyler are stockholders in KAGE Winona, Minn. Ann. Sept. 8.

Dyersburg, Tenn.—McQueen & Co. Inc. 1490 kc; 250 w unl. P.O. address box 22, Dyersburg. Estimated construction cost $2,950; first year operating cost $35,000; revenue $50,000. Principals: **Rex McQueen, D. Mitchell Self** (each 33.33%); **C. H. Quick, John L. Slatton** (each 16.66%), who own similar interests in WTRO Dyersburg. (Present application is contingent upon commission's approval of application to move WTRO to Brownsville, Tenn.) Ann. Sept. 8.

Burien, Wash.—Suburban Bcstrs. 800 kc; 1 kw D. P.O. address 890 Rosemont Blvd., Bellevue, Wash. Estimated construction cost $29,135; first year operating cost $66,000; revenue $84,000. **John W. Mowbray.** sole owner, owns 55% of KAPY Port Angeles, and has owned 50% of KASY Auburn, both Washington. Ann. Sept. 7.

Existing am stations

ACTIONS BY FCC

WCQS Alma, Ga.—Granted increased daytime power on 1400 kc, SH, from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action Sept. 7.

WSGA Savannah, Ga.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action Sept. 7.

WKDX Hamlet, N. C.—Granted change of facilities from 1400 kc, 250 w unl., to 1250 kc, 1 kw, D; conditioned that to extent Sec. 3.87 of rules permits operation with daytime facilities prior to local sunrise, that section is not applicable to this grant and such operation is prohibited. Action Sept. 7.

KRSD Rapid City, S. D.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions and without prejudice to such action as commission may deem appropriate as result of investigation and evaluation of outstanding complaints and alleged violations of commission's rules by permittee. Action Sept. 13.

APPLICATIONS

KCEE Tucson, Ariz.—Mod. of cp, which authorized increase in power, installation of new trans., and changes in DA pattern, to change hours of operation from D to unl. using power of 500 w, 5 kw LS and make changes in DA system (add one tower). Ann. Sept. 8.

KRE Berkeley, Calif.—Mod. of cp (which authorized increase in daytime power, installation of DA-D and new trans.) to change from DA-D to non-DA. (Petition for waiver of Sec. 1.354 of rules and immediate grant of application.) Ann. Sept. 13.

KDAB Arvada, Colo.—Mod. of cp (which authorized new am station) to change hours of operation from D to unl., using power of 10 kw, 50 kw LS, change ant.-trans. location, install DA-N and new trans. for daytime use. (Request waiver of Sec. 3.28 [c] of rules.) Ann. Sept. 8.

WAPE Jacksonville, Fla.—Cp to increase daytime power from 25 kw to 50 kw, make changes in daytime ant. system (increase height); make changes in ground system (two-site operation; no change in presently authorized nighttime operation). Ann. Sept. 7.

WRKD Rockland, Me.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Sept. 8.

WBCK Battle Creek, Mich.—Mod. of cp (which authorized increase of daytime power, installation of new trans. and changes in DA system) to make changes in nighttime DA pattern. Ann. Sept. 11.

WHLS Port Huron, Mich.—Mod. of cp (which authorized increase in daytime power, installation of DA-D, changes in ant. and ground systems, and installation of new trans.) to change daytime operation from DA to non-DA. Ann. Sept. 13.

WALO Humacao, P. R.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Requests waiver of Sec. 3.24(g) of rules.) Ann. Sept. 13.

KCHY Cheyenne, Wyo.—Cp to change frequency from 1590 kc to 1530 kc, change hours of operation from D to unl., using power of 1 kw, 10 kw LS, install DA-2, install new trans. and change ant.-trans. location. Ann. Sept. 8.

New fm stations

ACTIONS BY FCC

Leavenworth, Kan.—KCLO Inc. Granted 98.9 mc; 37 kw. Ant. height above average terrain 185 ft. P.O. address c/o Radio Station KCLO, Leavenworth. Estimated construction cost $16,466; first year operating cost $6.500 in excess of am operation; revenue $12,000 above am revenue. Principals: **George B. Anderson, Florence Anderson** (each 50%), who own similar interests in KCLO Leavenworth. Action Sept. 7.

Mount Pleasant, Mich.—Paul A. Brandt. Granted 94.5 mc, 16 kw. Ant. height above average terrain 237 ft. P.O. address Maple St. Estimated construction cost $14,300, first year operating cost $3,000, revenue $2,000. Mr. Brandt is licensee of WCEN Mt. Pleasant, and WBFC Fremont, both Michigan. Action Sept. 13.

APPLICATIONS

Frankfort, Ind.—G. Y. Fowler's Sons Inc. 96.5 mc; 5.32 kw. Ant. height above average terrain 106 ft. P.O. address 209-11 E. Clinton St., Frankfort. Estimated construction cost $23,925; first year operating cost $30,000; revenue $36,000. Principals: **Mrs. Grace Fowler Crebs, Mrs. Margaret Fowler, Farmers Bank of Frankfort,** administrator

EDWIN TORNBERG
& COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

for estate of **George Maxwell Fowler**, deceased (each one-third), all of whom own one-third interest in newspaper and commercial printing business. Ann. Sept. 7.

Norristown, Pa.—Norristown Bcstg. Inc. 94.9 mc; 15.5 kw. Ant. height above average terrain 185 ft. P.O. address box 431, Norristown. Estimated construction cost $18,633; first year operating cost $12,632; revenue $15,607. Principals include: **N. Joe Rahall, Sam G. Rahall, Farris E. Rahall** (each 23.8%); **O. R. Davies** (4.8%), each of whom own similar interests in WNAR Norristown. Ann. Sept. 8.

Columbia, S. C.—Bcstg. Co. of the South. 99.5 mc; 4.66 w. Ant. height above average terrain 1,404 ft P.O. address 1111 Bull St., Columbia. Estimated construction cost $13,729; first year operating cost $6,000. Bcstg. Co. of the South is composed of more than 50 stockholders and is licensee of WIS-AM-TV Columbia, and of WSFA-TV Montgomery, Ala. Ann. Sept. 8.

Existing fm stations

WSFM (FM) Birmingham, Ala.—Granted license for fm station. By letter, reminded applicant of Sec. 1.328 requirements concerning time for filing renewal applications. Comr. Bartley not participating. Action Sept. 7.

WRAL-FM Raleigh, N. C.—Waived Sec. 1.323(b) of rules and granted cp to replace expired permit (to expire Oct. 21) with terms and conditions same as specified in expired cp. Action Sept. 13.

KUGN-FM Eugene, Ore.—Granted cp to change ant. system and trans. site and increase ant. height from 60 ft. to 850 ft., continued operation on 99.1 mc; ERP 390 w; remote control permitted; waived Sec. 3.204 of rules to permit operation with 250-w trans. Action Sept. 13.

APPLICATION

WCMR-FM Elkhart, Ind.—Mod. of cp (which authorized new fm station) to change frequency from 104.7 mc to 104.9 mc; decrease ERP from 8.2 kw to 260 w and change type trans. Ann. Sept. 7.

Ownership changes

ACTIONS BY FCC

KAPR Douglas, Ariz.—Granted assignment of license from David V. and Isabelle B. Harman to William and Katherine Mende; consideration $60,000. Action Sept. 7.

KCUB Tucson, Ariz.—Granted assignment of licensee to Canyon State Bcstg. Corp. (Oscar I. Dodek, president, is majority stockholder KABQ Albuquerque, N. M., and Maxwell M. Marvin, vice president has interest in KABQ); consideration $225,000, plus $25,000 to assignor for consultant service, and agreement not to compete within 75 miles of Tucson for three years. Chmn. Minow and Comr. Lee voted to send letter concerning excess of spot announcements. Action Sept. 7.

WDBO-AM-FM-TV Orlando, Fla.—Granted transfer of control from William S. Cherry Jr., deceased, to William H. Goodman, Clarence H. Gifford Jr., Walter F. Gibbons, Molly B. Cherry, co-trustees with Rhode Island Hospital Trust Co. Action Sept. 7.

KOHO Honolulu, Hawaii—Granted transfer of control from Shinichiro Nishikata and Isao Murakami through sale of 2,094 shares of stock to The Hawaii Times Ltd., bringing latter's interest to 51.64%; consideration $18,846. Action Sept. 7.

KUPI Idaho Falls, Idaho—Granted assignment of license to KUPI Inc. (Gene Riesen, president); consideration shares of capital stock of assignee equal to value of assets, as of March 1, 1961. Action Sept. 7.

WNWC Arlington Heights, Ill.—Granted transfer of control from John D. Morgan Inc., to Robert O. Atcher and Thomas B. Hogan; consideration $50,446. Action Sept. 7.

WEIC Charleston, Ill.—Granted assignment of license to Friendly Bcstrs Inc. (William Kepper, president and 73% owner, Philip Thompson and Marvin Homer); consideration $105.000 and agreement not to compete within 50 miles of WEIC for five years. Action Sept. 13.

KLGA Algona, Iowa—Granted acquisition of negative control by Harry C. Snyder (now 33⅓% owner) by purchase of additional 16⅔% interest; consideration $4,500. Action Sept. 7.

KSIG Crowley, La.—Granted transfer of control from Edmund M. Reggie, Edward E. and Herbert H. Abdalla to Hirsch J. Scholl (66.67%) and Louis Basso (33.33%); consideration $91,000. Chmn. Minow and Comr. Lee voted to send letter concerning excess of spot announcements. Action Sept. 7.

WSWM (FM) East Lansing, Mich.—Granted transfer of control from James F. Anderton through issuance of additional stock to John P. McGoff, Robert J. Rentschler and Robert J. Coleman, thus reducing Mr. Anderton's interest from 66⅔% to 38.89%. Action Sept. 7.

WENY Elmira, N. Y.—Granted assignment of license to WENY Inc. (D. M. Simmons, president, and other stockholders have interest in am stations WMMB Melbourne, WOND Pleasantville, and WOSJ-FM Atlantic City, N. J.); consideration $240,000 and agreement not to compete in radio broadcasting for eight years within 25 miles of Elmira. Action Sept. 7.

WSTS Massena, N. Y.—Granted assignment of license to Visual Assoc. Ltd. (Leland Hayard, president and 60% owner, Thomas H. Ryan and Herman Bernstein); consideration $65,000 and agreement not to compete in radio broadcasting for three years within 50 miles of Massena. Action Sept. 13.

WCNG Canonsburg, Pa.—Granted assignment of license to Tommy and Mary Lou Sutton, co-partnership; consideration $86 500 and agreement not to compete in radio broadcasting for five years within 30 miles of licensee's trans. except for Pittsburgh, Pa. Action Sept. 7.

WNEL Caguas, P. R.—Granted assignment of license to Atlantic Bcstg. Corp. (55% owned by Barbton Inc., which owns 50% of KMYC-AM-FM Marysville, Calif.; James W. Miller, 18% stockholder and vice president, is principal stockholder of WOWW Naugatuck, Conn.); consideration $42 500 and $15,000 for agreement not to compete within service area for five years. Action Sept. 13.

WWBD Bamberg, S. C.—Granted assignment of license to William V. Whetstone Jr. (present general manager); consideration $60,000. Action Sept. 7.

KRLD-AM-FM-TV ch. 4, Dallas, Tex.—Granted transfer of control from John W. Runyon, et al (48 stockholders) to Runyon, James F. Chambers Jr., and Clyde W. Rembert, as voting trustees. Action Sept. 7.

KELP El Paso, Tex.—Granted assignment of licenses to Northern Pacific Radio Corp.; involves merger of assignor into assignee corporation (no change in ownership). Action Sept. 7.

WOVE Welch, W. Va.—Granted assignment of license from South C. Bevins to Raymond L. Anderson, tr/as Community Bcstg. Co.; consideration $60 000 and agreement not to compete in radio broadcasting for four and one half years within 50 miles of Welch. Action Sept. 13.

APPLICATIONS

WDBF Delray Beach, Fla.—Seeks assignment of license from **Boca Raton Bible Conference Grounds Inc.** to **Roscoe R. Miller**, d/b as **Sunshine Bcstg. Co.**; consideration $63.000. Mr. Miller owns one motel and 40% of another. Ann. Sept. 8.

WPTV(TV) West Palm Beach, Fla.—Seeks assignment of license from **John H. Phipps** to **Scripps Howard Radio Inc.**; consideration $2,000,000. Assignee corporation is licensee of WEWS(TV) Cleveland, WCPO-AM-FM-TV Cincinnati, both Ohio and WNOX Knoxville, Tenn. Ann. Sept. 11.

WAIK Galesburg, Ill.—Seeks commission's consent to transfer of one-third of stock in **Webster Bcstg. Co.** (80 shares) from **Fred W. Apsey Jr.**, to **Frederick C. Webster Jr.**, and **Harold B. Inman** (each 40 shares), each of whom owned 40 shares before transfer, which took place inadvertently without prior consent of commission. Ann. Sept. 7.

WWMT(FM) New Orleans, La.—Seeks transfer of 33.33% of stock in **Custom Electronics Inc.** from **Peter H. Walmsley** to **Macy O. Teetor Jr.**, and **George R. Montgomery** (each 16.66%); consideration $19,689. Messrs. Teetor and Montgomery are present 33.33% stockholders in licensee corporation. Ann. Sept. 8.

WMAB Munising, Mich.—Seeks assignment of license from **Munising-Alger Bcstg. Co.** to **R. G. Blomquist**; consideration $50,000. Mr. Blomquist is owner of WJAN Ishpeming, Mich. Ann. Sept. 8.

KSHE(FM) Crestwood, Mo.—Seeks assignment of license from **Rudolph E. Ceries** to **Crestwood Bcstg. Corp.**, new corporation of which Mr. Ceries is 100% stockholder; no financial consideration. Ann. Sept. 8.

WJAG Norfolk, Neb.—Seeks transfer of 36.9% of stock in **WJAG Inc.** from **E. F. Huse Sr.** (deceased) to **E. F. Huse Jr.**, individually and as executor of Mr. Huse's estate; no financial consideration involved. Ann. Sept. 8.

KRAZ Albuquerque, N. M.—Seeks transfer of all outstanding shares of stock in **KHAM Inc.** from **J. W. Hedges, Carl Hedges** and **J. L. Anderson** (each one-third) to **John Burroughs**; total consideration $93,000. Mr. Burroughs is president of KENM Portales, N. M.; partner in KMUL Muleshoe, Tex., and in am application in Espanola, N. M. Ann. Sept. 8.

KYFM (FM) Oklahoma City, Okla.—Seeks assignment of license from **Groven Bcstg. Co.** to **James E. McCarty, Jimmie L. Smith, Bernard Groven** (each one-third), d/b as **KYFM Inc.**; consideration $35,000. Mr. McCarty is assistant station director and sales manager of KYFM; Mr. Smith is business, advertising and circulation manager of newspaper; Mr. Groven is present 80% owner of assignor. Ann. Sept. 8.

WSHP Shippensburg, Pa.—Seeks transfer of 51% of **Town Radio Inc.** from **M. Robert Rogers** to **Arthur K. Greiner** through reclamation of issued stock by permittee corporation from principals and subsequent issuance of new stock in similar proportion. Consideration from Mr. Greiner to corporation $1,275 plus loan of $6,300. Mr. Greiner is present station manager of WEZN Elizabethtown, Pa. Ann. Sept. 7.

WTTC-AM-FM Towanda, Pa.—Seeks assignment of license from **Victor A. Michael, T. Justin Myers Sr.**, and **Leroy J. Hopkins**, d/b as **Vical Bcstg. Co.**, to **Harry M. Brown** and **Clifford S. Brown**, new partnership d/b under same name as that of assignor; consideration $65,000. H. M. Brown is production manager of WFRM Coudersport, Pa.; C. S. Brown owns motion picture theater. Ann. Sept. 8.

Hearing cases

FINAL DECISIONS

- Commission gives notice that July 14 initial decision which looked toward granting applications of L. M. Hughey to increase power of WTWB Auburndale, Fla., from 1 kw to 5 kw, continued operation on 1570 kc, D, and Sugarland Bcstg. Co. for new station to operate on 1570 kc, 1 kw, D, in Okeechobee, Fla., became effective Sept. 5 pursuant to Sec. 1.153 of rules. Action Sept. 8.
- Commission gives notice that July 14 initial decision which looked toward granting application of Dover Bcstg. Co. to increase power of WDOV Dover, Del., from 1 kw to 5 kw, continued operation on 1410 kc, D, engineering condition, became effective Sept. 5 pursuant to Sec. 1.153 of rules. Action Sept. 8.
- Commission gives notice that July 14 initial decision which looked toward granting application of Ben S. McGlashan to increase daytime power of KGFJ Los Angeles, Calif., from 250 w to 1 kw, continued operation on 1230 kc, 250 w-N, with power reduced to 100 w when KPPC Pasadena, is operating; engineering conditions, became effective Sept. 5 pursuant to Sec. 1.153 of rules. Action Sept. 8.
- Commission gives notice that July 14 initial decision which looked toward granting application of W. J. Harpole for new am station to operate on 1550 kc 1 kw, D, in Canyon, Tex., became effective Sept. 5 pursuant to Sec. 1.153 of rules. Action Sept. 8.
- Commission gives notice that July 17 initial decision which looked toward granting following applications to increase daytime power from 250 w to 1 kw, continued operation on their present frequency: 1230 kc—WBVP Inc. (WBVP) Beaver Falls, Pa., and Century Bcstg. Corp. (WCRO) Johnstown, Pa.; 1240 kc—Mahoning Valley Bcstg. Corp. (WBBW) Youngstown, Ohio, and Altoona Trans-Audio Inc. (WRTA) Altoona, Pa., and James Bcstg. Inc. to increase daytime power of WJTN Jamestown, N. Y., from 250 w to 500 w, continued operation on 1240 kc, 250 w-N, all with interference condition and WCRO, WRTA, WBBW and WJTN with additional engineering condition, became effective Sept. 5 pursuant to Sec. 1.153 of rules. Action Sept. 8.
- Commission gives notice that July 17 initial decision which looked toward granting application of Coastal Tv Co. for new tv station to operate on ch. 12 in New Orleans, La., became effective Sept. 5 pursuant to Sec. 1.153 of rules. Action Sept. 8.

INITIAL DECISIONS

- Hearing examiner Annie Neal Huntting issued initial decision looking toward granting application of Grossco Inc., for new am station to operate on 1550 kc, 1 kw, D, in West Hartford, Conn., subject to interference condition, and dismissing application of Berkshire Bcstg. Corp., for new am station to operate on the same frequency with 500 w, D, in Hartford, Conn. Applicants entered into merger agreement whereby Berkshire will dismiss its application, receive $10,256.87 from Grossco for expenses, and acquire option to purchase 25% interest in Grossco. Action Sept. 13.

■ Hearing examiner Charles J. Frederick issued initial decision looking toward granting application of Columbia River Bcstrs. Inc. for new am station to operate on 1470 kc, 500 w, DA, D, in Mount Vernon, Wash. Action Sept. 13.

■ Hearing examiner Charles J. Frederick issued initial decision looking toward granting application of Robert B. Brown for new am station to operate on 1570 kc, 500 w, D, in Taylorsville, N. C. Action Sept. 11.

■ Hearing examiner Charles J. Frederick issued initial decision looking toward granting application of Felix C. Abernethy for new am station to operate on 1580 kc, 500 w, D in Granite Falls, N. C. Action Sept. 11.

OTHER ACTIONS

■ By memorandum opinion and order, commission denied petition by J. B. Falt Jr., for reconsideration of April 12 decision which granted application of Sheffield Bcstg. Co. for new am station to operate on 1290 kc, 1 kw, D, in Sheffield, Ala., and which denied application of Mr. Falt for same facilities. Chmn. Minow and Comr. Craven not participating. Comr. Ford dissented. Action Sept. 13.

■ By memorandum opinion and order, commission set aside Jan. 9 grant of application of Radio Americana Inc., for new am station to operate on 940 kc, 1 kw, D, DA in Baltimore, Md., and remanded proceeding to hearing examiner to determine (1) whether series of arrangements looking to dismissals of applications of Rossmoyne Corp. for new station in Lebanon, Pa., and of Catonsville Bcstg Co. for new station in Catonsville, Md., and amendment of application of Caba Bcstg. Corp. by substituting new corporation, Radio Americana Inc., as applicant for new station in Baltimore, were based upon bona fide belief that there was lesser likelihood of grant of dismissed applications, or whether they were dictated by considerations of personal gain to exclusion of needs of respective communities, (2) whether there are any prospective applicants who would be prevented from establishing new service in Lebanon or Catonsville by grant of Radio Americana application, and (3) whether, in light of evidence adduced under these issues, grant of Radio Americana application is in public interest; denied petition for reconsideration and comparative consideration by Lebanon Valley Bcstg. Co., former applicant for new station in Lebanon, and denied Radio Americana motion to strike. Comrs. Hyde, Lee and Cross dissented, latter with statement. Action Sept. 13.

■ By memorandum opinion and order, commission granted motion by The Journal Co. (WTMJ-FM) Milwaukee, Wis., and enlarged issues in proceeding on application of Kenosha Bcstg. Inc., for new fm station in Kenosha. Comr. Ford absent. Action Sept. 13.

■ By memorandum opinion and order, commission (1) denied petition by Massillon Bcstg. Inc. Norwood, Ohio, to enlarge issues in am proceeding in Dkts. 14125-8 to determine whether proposed trans. location of applicant Dale H. Mossman, Norwood, is properly zoned to permit construction of proposed ant. towers as set forth in his application and, on own motion, (2) enlarged issues to determine whether Mr. Mossman has reasonable expectancy of obtaining permission from appropriate zoning authorities for construction of proposed ant. towers at site set forth in his application. Comrs. Lee and Cross dissented; Comr. Ford absent. Action Sept. 13.

■ By order, commission dismissed petition by Melody Music Inc., for reconsideration of order designating for hearing its application for renewal of license of WGMA Hollywood, Fla., insofar as it failed to consolidate its application for assignment of license of WGMA to Southland Bcstg. Co. Withdrawal on Sept. 11 of assignment application rendered petition moot. Comr. Ford absent. Action Sept. 13.

Hershey Bcstg. Inc., Hershey, Pa. Reading Radio Inc., Reading, Pa.—Designated for consolidated hearing applications for new class B fm stations to operate on 92.9 mc; ERP 20 kw; Hershey ant. height 190 ft., and Reading ant. height 500 ft.; made WIFI Philadelphia, Pa., party to proceeding. Action Sept. 13.

Holmes-Roberts Bcstg. Co., Slaton, Tex., Crosby County Bcstg. Co., Ralls, Tex.—Designated for consolidated hearing applications for new daytime am stations to operate on 1530 kc, 1 kw. Action Sept. 13.

■ By memorandum opinion and order commission denied petition by Tomah-Mauston Bcstg. Inc. (WTMB) Tomah, Wis., to stay construction and revoke cp of John D. Rice for WRJC Mauston. Basic question of whether John D. Rice, Jack L Goodsitt, Bill S. Lahm and others conspired unlawfully to prevent Tomah-Mauston from establishing new am station in Tomah was disposed of in negative in prior commission opinions. This action is without prejudice to such action as commission may find warranted up consideration of petition by William F. Huffman Radio Inc. (WFHR) Wisconsin Rapids, to deny application for additional time and/or to revoke cp of Bill S. Lahm for station WRNE Wisconsin Rapids, and commission expressly reserves right to take official notice of facts presented in instant pleadings which are relevant and material to its consideration and decision of Huffman petition. Chmn. Minow not participating. Action Sept. 13.

■ By order, commission amended Sec. 1.359(i) of pre-grant procedure rule to require that petitions to deny broadcast applications must be filed no later than 30 days after FCC issuance of public notice of acceptance of application for filing. Two exceptions permit petitions to deny to be filed at any time prior to day of commission grant without hearing or formal designation for hearing of (1) applications for new am stations or for major changes in am facilities where application is not listed in "cut-off" public notice pursuant to Sec. 1.354(c), and (2) applications for renewal of license. Commission feels that specification of 30 day period within which petitions to deny may be filed will serve orderly processing of applications. Action Sept. 13.

Clarence E. Jones, St. George, S. C.; Robert S. Taylor, Aiken, S. C.—Designated for consolidated hearing applications for new daytime am stations to operate on 1300 kc, 500 w. Action Sept. 7.

Radio Temple, Temple, Tex.; Georgetown Bcstg. Co., Georgetown, Tex.—Designated for consolidated hearing applications for new daytime am stations to operate on 1530 kc, 1 kw; made KGBT Harlingen, party to proceeding. Action Sept. 7.

WATO Oak Ridge, Tenn.—Designated for hearing application to increase daytime power from 1 kw to 5 kw, continued operation on 1290 kc, 500 w-N; made WMTN Morristown, Tenn., party to proceeding. Action Sept. 7.

Jasmin Properties Inc., New Port Richie, Fla.—Designated for hearing application for new daytime am station to operate on 1400 kc, 250 w; made WZRH Zephyrhills, WPRY Perry, and WCLY St. Petersburg, parties to proceeding. Action Sept. 7.

WJBC-AM-FM Bloomington, Ill.—Designated for consolidated hearing applications for mod. of licenses to permit identification as Bloomington-Normal stations; dismissed petition by McLean County Bcstg. Co., applicant for new am station in Normal, requesting that WJBC (AM) application be denied or designated for hearing. Chmn. Minow not participating. Action Sept. 7.

Radio Alexander City, Alexander City, Ala.; J. C. Henderson, Dadeville, Ala.; Clay Service Corp., Ashland, Ala.—Designated for consolidated hearing applications for new daytime am stations on 910 kc—Radio Alexander and Mr. Henderson with 500 w, and Clay with 1 kw; made WEPG South Pittsburg, Tenn., party to proceeding; denied petition by Clay Service to dismiss Henderson application for failure to file revised engineering data required by Sec. V-A of FCC Form 301. Action Sept. 7.

■ By order, commission granted request by Hearst Corp. (WISN) Milwaukee Wis., and modified July 6 grant to John L. Breece for new am station (KIMM) to operate on 1150 kc, 5 kw, D in Rapid City, S. D., to include the condition that to extent Sec. 3.87 of rules permits operation with daytime facilities prior to local sunrise, that section is not applicable to this grant and such operation is prohibited. Action Sept. 7.

■ By memorandum opinion and order, commission granted joint petition for approval of merger by Shorewood Bcstg. Corp. and Nathan L. and Robert Goetz, d/b as Jefferson County Bcstg. Co., applicants for new am stations in Fort Atkinson, Wis., approved plan subject to limitations set out in memorandum opinion, and dismissed Jefferson County application. Plan contemplates that, in event Shorewood receives grant, applications will be filed whereby Nathan L. and Robert Goetz will acquire 25% interest each in Shorewood, Blackhawk Bcstg. Co. (owned by Goetz brothers) would assign its license for WFAW (FM) Fort Atkinson, to Shorewook, and Goetz brothers will receive $3,000 for their interests in WFAW and will assume $10,000 each of the loan commitments for construction of proposed Fort Atkinson station. Action Sept. 7.

■ By memorandum opinion and order, commission granted petition by Greenwich Bcstg. Corp. for reinstatement of its application for new am station to operate on 1490 kc, 250 w, unl., in Greenwich, Conn.; considered it as timely filed with applicant New Canaan Bcstg. Co. for same facilities in New Canaan, Conn., and afforded comparative consideration with other conflicting 1490 kc applications currently under study; and granted Greenwich 30 days from release date of order to amend its application to replace all outdated material during which time no further action will be taken on the conflicting applications. Action Sept. 7.

■ By memorandum opinion and order, commission granted petition by WIST Inc. (WIST) Charlotte, N. C., for waiver of Sec. 1.354(h)(1) of rules, accepted amendment to eliminate use of daytime DA in its application to increase daytime power from 250 w to 1 kw, continued operation on 1240 kc, 250 w-N, and retained file number for processing amended application. Action Sept. 7.

■ By letter, commission granted petition

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by WPRA Inc., for waiver of Sec. 1.354(h) (1) of rules to permit it to retain present file number assigned its application to change facilities of WPRA Mayaguez, P. R., from 990 kc, 10 kw, DA-1, unl. to 960 kc, 1 kw, unl., and later amended to specify 990 kc, 1 kw, unl.; and deferred action on request for waiver of Sec. 3.28(c) until application is processed. Action Sept. 7.

■ By order, commission extended from Oct. 2 to Dec. 4 time for filing comments in matter of assigning additional vhf channel to Oklahoma City, Okla.; Johnstown, Pa.; Baton Rouge, La.; Dayton Ohio; Jacksonville, Fla.; Birmingham, Ala.; Knoxville, Tenn., and Charlotte, N. C., with reply comments extended from Nov. 2 to Jan. 8. Comr. Hyde dissented. Extension dates are same as those previously prescribed for filings in proceedings to foster expanded use of uhf-tv channels and deintermixture proposals for eight other cities. Action Sept. 7.

■ By memorandum opinion and order, commission, acting upon request by Fetzer Tv Inc., clarified its report and order released August 3 assigning ch. 13 to Grand Rapids, Mich. It affirmed its decision to make possible operation of new tv station on that channel at no less than standard spacings to existing stations. Fetzer's alternative request that ch. 11 be assigned to Grand Rapids in lieu of ch. 13 was denied. Comr. Cross dissented. Action Sept. 7.

Routine roundup

■ By report and order, commission finalized rulemaking in Doc. 13902 and amended tv table of assignments by reserving ch. *18 (now commercial) for educational use in Austin, Tex., deleting educational ch. *70 from that city and adding commercial ch. 67 there, and substituting ch. 75 for ch. 53 in San Marcos. This stems from petition by Texas-Longhorn Bcstg. Corp. for assignment of ch. 67 to Austin. Action Sept. 13.

■ Commission invites comments to notice of proposed rulemaking looking toward amending tv table of assignments by deleting ch. 12 from Brainerd and assigning it to Walker, Minn., as petitioned for by Central Minnesota Tv Co. Ann. Sept. 13.

■ Commission invites comments to notice of proposed rulemaking looking toward amending tv table of assignments to reserve ch. 19 for educational use in Bay City, and delete educational reservation from ch. 73 in that city. Delta College of Saginaw petitioned for change. Ann. Sept. 13.

■ Commission invites comments to notice of proposed rulemaking looking toward deleting ch. 19 from Palm Springs and assigning it to Indio, Calif. This would cure short-mileage separation between proposed trans. site of Norman H. Rogers on ch. 18 in San Bernardino. Since Indio is within 200 miles of U.S.-Mexican border, reassignment of ch. 19 to Indio is subject to coordination with Mexican authorities. Ann. Sept. 13.

■ Commission invites comments by Oct. 16 to notice of proposed rulemaking looking toward deintermixing tv channel assignments in Springfield, Ill., by deleting ch. 2 and adding chs. 26 and 36 to that city's uhf chs. 20 and educational *66. It would delete ch. 36 from St. Louis, Mo., and add ch. 2 there; substitute ch. 49 for ch. 29 in Jacksonville, Ill. substitute ch. 68 for ch. 36 in Davenport, Iowa-Rock Island-Moline, Ill., and add ch. 2 to Terre Haute, Ind. Comr. Craven not participating.

This action is pursuant to Court of Appeals July 27 decision remanding previous deintermixture "Sangamon Valley" matter to commission for de novo rule making proceedings, and is in conformity with commission efforts to foster uhf tv. Under court remand, Signal Hill Telecasting Corp. will be allowed to continue operation of KTVI on ch. 2 in St. Louis pending resolution of instant proceeding. Ann. Sept. 8.

■ Commission invites comments by Oct. 16 to notice of proposed rulemaking looking toward reserving ch. 20 for educational use in Eugene, Ore., as petitioned for by Board of Directors of School District 4, Lane County. Ann. Sept. 8.

ACTIONS ON MOTIONS

By Chairman Newton N. Minow

■ Granted motions by WTSP-TV Inc., City of St. Petersburg, Florida (WSUN-TV) and by Florida Gulfcoast Bcstrs. Inc. and corrected as requested transcript of July 13 oral argument in Largo Fla., tv ch. 10 proceeding. Action Sept. 7.

By Commissioner John S. Cross

■ Granted petition by Seven Locks Bcstg. Co. and extended to Sept. 29 time to file exceptions to initial decision and request for oral argument in proceeding on its application and that of Tenth District Bcstg. Co. for new am stations in Potomac-Cabin John, Md., and McLean, Va. Action Sept. 11.

■ Granted petition by Smackover Radio Inc. and extended to Sept. 20 time to respond to petition by Broadcast Bureau to enlarge issues in proceeding on Smackover's application for new am station in Smackover, Ark., et al. Action Sept. 11.

■ Granted petition by Transcript Press Inc. and extended to Oct. 31 time to file exceptions to initial decision in proceeding on its application and that of Newton Bcstg. Co. for new am stations in Dedham and Newton, Mass. Action Sept. 11.

■ Granted petition by Broadcast Bureau and extended to Sept. 18 time to respond to petition for reconsideration and grant filed by Tedesco Inc., in proceeding on application of Franklin Bcstg. Co. for assignment of license and cp for am station WMIN St. Paul, Minn., to Tedesco Inc. Action Sept. 8.

■ Granted petition by Broadcast Bureau and extended to Sept. 18 time to file exceptions to initial decision in proceeding on applications of Tidewater Bcstg. Inc., and Edwin R. Fischer for new am stations in Smithfield and Newport News, Va. Action Sept. 7.

■ Granted petition by Andrew B. Letson (WZRO) Jacksonville, Fla., and extended to Sept. 12 time to reply to comments of Broadcast Bureau to petition for reconsideration filed in proceeding on his am application. Action Sept. 7.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Denied petition by Colonial Bcstg. Co. that issues be added to determine financial qualifications of George F. O'Brien and Ubiquitous Corp., in proceeding on their applications for new am stations in New Milford, Conn., and Hyde Park, N. Y., et al.; denied petition by Colonial for leave to file reply to opposition by Ubiquitous to Colonial's petition to add financial issue against Ubiquitous. Actions Sept. 8 and 11.

■ Issued memorandum of Ruling at Sept. 6 oral argument in proceeding on applications of Rollins Bcstg. Inc., WHYY Inc., and MetroMedia Inc., for new tv stations to operate on ch. 12 in Wilmington, Del., granting further request by WHYY for issuance of subpoena *duces tecum* directing Tim Crow to bring with him and produce at Sept. 19 hearing program logs of station WAMS Wilmington, for Sept. 1 4 and 5; overruled request by Rollins that subpoena be quashed. Action Sept. 6.

■ Granted joint petition by Lorenzo W. Milam and Eastside Bcstg. Co. for approval of agreement whereby Mr. Milam would pay Eastside $1,500 in partial payment of out-of-pocket expenses incurred in connection with latter's application for new fm station to operate on 107.7 mc, 39.1 kw, in Seattle, Wash., in return for its withdrawal; dismissed Eastside's application with prejudice; terminated proceeding and granted application of Milam for new fm station to operate on 107.7 mc, 14.8 kw, in Seattle; engineering condition. Action Sept. 8.

By Hearing Examiner James D. Cunningham

■ In accordance with commission's memorandum opinion and order released Aug. 3 in proceeding on application of Spartan Radiocasting Co. (WSPA-TV) Spartanburg, S. C., scheduled further hearing for Sept. 20. Action Sept. 7.

By Hearing Examiner Asher H. Ende

■ Granted motion by Wireline Radio Inc., and extended from Sept. 12 to Sept. 26 and from Sept. 26 to Oct. 10 time to file proposed findings and replies in proceeding on its application for renewal of license of am station WITT Lewisburg, Pa. Action Sept. 8.

By Hearing Examiner Charles J. Frederick

■ Granted motion by Mandan Radio Assn. and corrected as proposed transcript of hearing in matter of revocation of its license for am station KBOM Bismarck-Mandan N. D. Action Sept. 7.

By Hearing Examiner Millard F. French

■ By agreement of parties reached at Sept. 7 prehearing conference, continued Sept. 21 hearing to date to be set by subsequent order in proceeding on am applications of Elbert H. Dean and B. L. Golden, Lemoore, and Glomor Music Bcstrs. Inc. (KHOT) Madera, Calif. Action Sept. 7.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Sept. 14

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,587	37	113	852
FM	864	67	185	142
TV	486[1]	62	88	97

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Sept. 14

	VHF	UHF	TV
Commercial	466	81	547
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by FCC July 31

	AM	FM	TV
Licensed (all on air)	3,556	841	487[1]
Cps on air (new stations)	53	55	57
Cps not on air (new stations)	155	201	99
Total authorized stations	3,766	1,097	654
Applications for new stations (not in hearing)	519	69	27
Applications for new stations (in hearing)	174	28	47
Total applications for new stations	693	97	74
Applications for major changes (not in hearing)	496	49	40
Applications for major changes (in hearing)	148	6	13
Total applications for major changes	644	55	53
Licenses deleted	2	0	0
Cps deleted	0	4	0

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[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

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By Hearing Examiner Isador A. Honig

■ Denied petition by Dixie Radio Inc., to reopen record in order to introduce additional evidence in proceeding on its application for new am station in Brunswick, Ga. Action Sept. 8.

■ On own motion and with agreement of other parties, continued Sept. 13 hearing to Sept. 21 in proceeding on applications of The News-Sun Bcstg. Co. and Radio America for new fm stations in Waukegan and Chicago, Ill. Action Sept. 8.

By Hearing Examiner Annie Neal Huntting

■ Granted request by Broadcast Bureau and extended from Sept. 8 to Sept. 22 and from Sept. 18 to Oct. 2 time to file proposed findings and replies in proceeding on application of Robert E. and Marcella Podesta for new fm station in Santa Clara, Calif. Action Sept. 11.

■ Granted petition by Johnson Bcstg. Corp. seeking to withdraw its petition for leave to amend its application for new am station in Indian Rocks Beach, Fla., and dismissed petition; dismissed as moot motion for grant of petition for leave to amend filed by Ybor City Bcstg. Co., Ybor City Fla. Action Sept. 8.

■ Denied petition by Carnegie Bcstg. Corp. for Evansville issue in proceeding on its application which is consolidated for hearing with am applications of Kent-Ravenna Bcstg. Co., Kent, Ohio, et al. Action Sept. 8.

■ Granted motion by Pontotoc Bcstg. Co. and extended to Sept. 12 time to respond to petition by WTWV Radio for addition of Evansville issue in proceeding on their applications and that of Marshall C. and Sarah C. Parker for new am stations in Pontotoc and Tupelo, Miss. Action Sept. 7.

■ Granted petition by Portage County Bcstg. Corp., Kent-Ravenna, Ohio, to extent of continuing Sept. 11 and 18 oral arguments to Sept. 19 in proceeding on its am application which is consolidated for hearing with application of Kent-Ravenna Bcstg. Co. for new am station in Kent, Ohio, et al. Action Sept. 7.

By Hearing Examiner H. Gifford Irion

■ Denied petition by Ruth M. Crawford, Executrix of Estate of Perby B. Crawford (WYCA) Hammond, Ind., for leave to amend am application to change ant. and reduce ERP to 88.2 kw; application is consolidated for hearing. Action Sept. 8.

■ Continued Sept. 18 hearing to Oct. 24 in proceeding on application of Regional Service for new am station in Rantoul Ill. Action Sept. 7.

■ Granted petition by Grundy Bcstg. Co. and continued hearing from Sept. 11 to Sept. 26 in proceeding on its am application which is in consolidated am proceeding on applications of Radio Crawfordsville, Inc., Crawfordsville, Ind., et al. Action Sept. 6.

By Hearing Examiner David I. Kraushaar

■ Granted petition by Tinker Area Bcstg. Co. for leave to amend its application for new am station in Midwest City, Okla., to specify reduction in power from 1 kw to 500 w, change of directional pattern, and new data on cost of construction; application is consolidated for hearing. Action Sept. 6.

By Hearing Examiner Jay A. Kyle

■ Granted petition by Parks Robinson (WISV) Viroqua, Wis., removed its am application from hearing docket, cancelled Sept. 12 hearing and returned application to processing line. Action Sept. 11.

■ Granted request by Mt. Holly-Burlington Bcstg. Co., Mount Holly, N. J., and extended to Sept. 14 time to file response to petition by Burlington County Bcstg. Co., for leave to amend its application for new am station in Mount Holly. Action Sept. 7.

By Hearing Examiner Forest L. McClenning

■ Granted petition by Broadcast Bureau and extended from Sept. 8 to Sept. 22 time to file proposed findings of fact and conclusions of law in proceeding on applications of Gila Bcstg. Co. for renewal of licenses of stations KCKY Coolidge, Ariz., et al. Action Sept. 8.

■ By order, formalized certain agreements reached at Sept. 7 prehearing conference in proceeding on applications of Putnam Bcstg. Corp. and Port Chester Bcstg. Co., for new am stations in Brewster and Port Chester, N. Y.; continued procedural dates and hearing from Oct. 11 to Nov. 6. Action Sept. 8.

■ Admitted in evidence exhibits 6 and 7 of Ebony Enterprises Inc., and closed record in proceeding on its application for new am station in Chadbourn, N. C. Action Sept. 7.

■ Granted petition by Broadcast Bureau and extended from Sept. 6 to Sept. 14 time to file proposed findings in proceeding on applications of Beacon Bcstg. System Inc., and Suburban Bcstg. Inc., for new am stations in Grafton-Cedarburg and Jackson, Wis. Action Sept. 6.

■ Granted petition by Broadcast Bureau and extended from Aug. 31 to Sept. 8 time to file proposed findings in proceeding on applications of Gila Bcstg. Co for renewal of licenses of am stations KCKY Coolidge, Ariz., et al. Action Sept. 6.

By Hearing Examiner Herbert Sharfman

■ Closed record for Group II of consolidated am proceedings in Docs. 13010 et al. (Mid-America Bcstg. System Inc., Highland Park, Ill., et al). Action Sept. 7.

By Hearing Examiner Elizabeth C. Smith

■ Pursuant to oral motion granted during Sept. 7 prehearing conference, continued to date to be fixed at further prehearing conference to be held on Sept. 21, 9 a.m., hearing scheduled for Oct. 18 in proceeding on application of Melody Music Inc. for renewal of license of station WGMA Hollywood, Fla. Action Sept. 7.

■ Granted motion by Laurens County Bcstg. Co. (WXLI) Dublin, Ga., and severed from consolidated am proceeding its application and those of Radio Station WAYX Inc. (WAYX) Waycross, Ga., Radio Gainesville Inc. (WGGG) Gainesville, Fla., and Fisher Bcstg. Inc. (WSOK) Savannah, Ga. Action Sept. 5.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of Sept. 12

KKIN Aitkin, Minn.—Granted mod. of cp to change type trans. and trans. location; condition.

■ Following stations were granted extensions of completion dates as shown: WLAG LaGrange, Ga., to April 15, 1962, and WFAB Miami-South Miami, Fla., to Dec. 30.

Actions of Sept. 11

WGAU Athens, Ga.—Granted license covering increase in daytime power.

KGMI Bellingham, Wash.—Granted mod. of license to change name to International Good Music, Inc.

KGMI-FM, KGMG (FM), KGMJ (FM), KFMU (FM) Bellingham and Seattle, Wash., Portland, Ore., Los Angeles, Calif.—Granted mod. of licenses and SCAs to change name to KGMJ Inc.

KFMW (FM), KBAY-FM San Bernardino and San Francisco, Calif.—Granted mod. of licenses to change name to KGMJ Inc.

K70BY Globe-Miami, Ariz.—Granted cp to change type trans. and type ant. of uhf tv translator station.

WFLS Fredericksburg, Va.—Granted cp to make change in ant. system (increase height); conditions.

WRVM Rochester, N. Y.—Granted cp to change ant.-trans. location.

WNOG Naples, Fla.—Granted cp to replace expired permit which authorized change of ant.-trans. and studio location, make changes in ant. system (increase height), changes in ground system and install new trans.

KTSD (FM) San Diego, Calif.—Granted mod. of cp to change name to KGMJ Inc.

WTRC Elkhart, Ind.—Granted request for cancellation of license for auxiliary trans.

Columbia Bcstg. System Inc., New York, N. Y.—Granted authority to transmit CBS-TV network programs coverage of special sporting events; not of a continuing nature to tv station CBFT Montreal, Que., and CBOFT Ottawa, Ont., and CFCM-TV Quebec City, Que. on Sept. 17 and 24; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act, and to such action as Commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters.

Actions of Sept. 8

KWLW Nampa, Idaho—Remote control permitted.

KTEE Idaho Falls, Idaho—Granted change of remote control authority.

■ Granted licenses for following am stations: KVEE Conway, Ark.; WKIG Glennville, Ga.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WSKI Montpelier, Vt.; WMRF Lewistown, Pa.; KCIL Houma, La.

KCUL Fort Worth, Tex.—Granted license to use old main trans. (composite) (main trans. location) as alternate main trans. nighttime and auxiliary trans. daytime.

KIBS Bishop, Calif.—Granted license covering installation of new trans.

WHSY Hattiesburg, Miss.—Granted license to use old main trans. as auxiliary trans.

WKBI St. Marys, Pa.—Granted licenses to use night main and day main trans. (main trans. location) as daytime and nighttime auxiliary trans. with remote control operation.

WADA Shelby, N. C.—Granted license covering change in ant. system to nondirectional; condition.

WWTV (TV) Cadillac, Mich.—Granted license covering changes in tv station (main trans. & ant.)

KIUN Pecos, Tex.—Granted cp to change trans. location (not ant.—same site); make changes in ant. system and ground system and install new trans.

WGRP Greenville, Pa.—Granted cp to change DA pattern.

WMGA Moultrie, Ga.—Granted cp to install old main trans. as alternate unit night and auxiliary unit day trans.

WFOY St. Augustine, Fla.—Granted cp to install old main trans. at main trans. location as auxiliary trans.

WYAL Scotland Neck, N. C.—Granted cp to install new trans.

WBAY-FM Green Bay, Wis.—Granted cp to increase ERP to 45 kw; increase ant. height to 1,040 ft.; and change ant. system.

WDAS Philadelphia, Pa.—Granted cp to make changes in daytime DA pattern.

WCCA-TV Columbia, S. C.—Granted mod. of cp to change ERP to vis. 191 kw; aur. 95.5 kw; ant. height 440 ft.; type trans., type ant.; and make changes in equipment.

■ Granted mod. of cps to change type trans. for following stations: WJIL Jacksonville, Ill.; WIBM Jackson, Mich.; KRNO San Bernardino, Calif.; WSPZ Spencer, W. Va.; WLBC Muncie, Ill.

KABC-FM Los Angeles, Calif.—Granted mod. of cp to change ant. system and ERP to 72 kw; without prejudice to whatever

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Send to home address——

* Occupation Required

action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act, and to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission.

WISA Isabela, P. R.—Granted mod. of cp to change type trans. and studio location; remote control permitted.

KZAM (FM) Seattle, Wash.—Granted mod. of cp to change type trans. and type ant.; remote control permitted.

KUDE-FM Oceanside, Calif.—Granted mod. of cp to change trans. and ant.

■ Following stations were granted extensions of completion dates as shown: KZAM (FM) Seattle, Wash., to Dec. 20; KHFR-FM Monterey, Calif., to Nov. 1; KDES Palm Springs Calif., to Dec. 10; WNEM-FM Bay City, Mich., to Nov. 15; WBCI-FM Williamsburg, Va., to Dec. 7 and WJIL Jacksonville, Ill., to Dec. 13.

Actions of Sept. 7

■ Granted cps for following new vhf tv translator stations: Sevier County on chs. 10, 3, 6, 7, 8 and 12, Koosharem Richfield, Elsinore, Sevier, Sigurd and Salina. Utah, to translate programs of KCPX-TV ch. 4 Salt Lake City, Utah, KUTV ch. 2 Salt Lake City, via ch. 8 Sigurd/Salina Utah, KCPX-TV Channel 4, Salt Lake City, via ch. 10, Sigurd/Salina, KSL-TV ch. 5 Salt Lake City, via ch. 12 Sigurd/Salina, and KSL-TV ch. 5 Salt Lake City; Carmen Creek & Big Flat Tv Assn. on ch. 10 Carmen, Idaho (KXLF-TV ch. 4 Butte, Mont.); Lincoln County Tv District No. 1 on ch. 4 Ursine, Nev. (KLRJ-TV ch. 2 Las Vegas, Nev., via ch. 7 Panaca, Nev., condition); Pahranagat Valley Tv District on chs. 10 and 3 South Pahranagat Valley and Alamo, Nev. (KLRJ-TV ch. 2 Henderson, Nev., and KLRJ-TV ch. 2 Henderson via ch. 10 Lower Pahranagat Valley); Pegram Tv Community Booster on ch. 13 Pegram, Idaho (KID-TV ch. 3 Idaho Falls, Idaho).

School District No. 8 and New Mexico Department of Education, Santa Rosa, N. M.—Granted cp for new uhf tv translator station on ch. 74 to translate programs of KNME-TV ch. 5 Albuquerque, N. M. condition.

■ Granted renewal of license for following stations: WABJ Adrian, Mich.; WAGN Menominee, Mich.; WATT Cadillac, Mich.; WATZ Alpena, Mich.; WBNS Columbus, Ohio; WCLT Newark, Ohio; WCRM Clare, Mich.; WDOK Cleveland, Ohio; WELL Battle Creek, Mich.; WFIN Findlay, Ohio; WHIZ Zanesville, Ohio; WHLS Port Huron, Mich.; WILE Cambridge, Ohio; WIRO Ironton, Ohio; WJER Dover-New Philadelphia, Ohio; WJMS Ironwood, Mich.; WJUD St. Johns, Mich.; WKBN Youngstown, Ohio; WKBZ Muskegon, Mich.; WKLZ Kalamazoo, Mich.; WKMI Kalamazoo, Mich.; WKZO Kalamazoo, Mich.; WLEW Bad Axe, Mich.; WMAX Grand Rapids, Mich.; WMBN Petoskey, Mich.; WPFB Middletown, Ohio; WAEF-FM Cincinnati, Ohio.; WBLY-FM Springfield, Ohio; WBNS-FM Columbus, Ohio; WCLT-FM Newark, Ohio; WCRF (FM) Cleveland, Ohio; WDOK-FM Cleveland, Ohio; WFBE (FM) Flint, Mich.; WFIN-FM Findlay, Ohio; WHBC-FM Canton Ohio; *WAPS (FM) Akron, Ohio; *WCBE (FM) Columbus, Ohio *WDTR (FM) Detroit, Mich.; *WGUC (FM) Cincinnati, Ohio; *WHPR (FM) Highland Park, Mich.; *WMUB (FM) Oxford, Ohio; *WOUB-FM Athens, Ohio; *WSLN (FM) Delaware, Ohio; *WTDS (FM) Toledo, Ohio; *WUOM (FM) Ann Arbor, Mich.

WBAG-AM-FM Burlington-Graham, N. C.—Granted involuntary transfer of control from Lawrence E. Neese to Lawrence E. Neese Jr., administrator of estate of Lawrenec E. Neese, deceased.

***KTEC (FM) Oretech, Ore.**—Granted assignment of license to State Board of Higher Education.

KBUR Burlington, Iowa—Granted assignment of cp to RB Inc.

■ Granted licenses for following am stations: KFIF Tucson, Ariz. and specify studio location; WGHC Clayton, Ga.; KTCI Terrytown, Neb., and specify studio location and type trans.; KGNS Laredo, Tex.; WDIC Clinchco, Va.

WTTN Watertown, Wis.—Granted license covering removal of Canadian restriction.

WTIP Charleston, W. Va.—Granted license covering change of ant.-trans. location, ant. and ground system, type trans., increase in daytime power and remote control point.

WFIW Fairfield, Ill.—Granted license covering increase in power and installation of new trans.

■ Following stations were granted licenses covering increase in daytime power and installation of new trans.: KVOG Ogden, Utah; KROY Sacramento, Calif.; WJLD Homewood, Ala.; KELD El Dorado Ark.; WTRR Sanford, Fla. (D) (2 main trans.); KMHT Marshall, Tex.; WDSR Lake City, Fla.; WHUB Cookeville, Tenn., and specify trans.; KTCS Fort Smith, Ark.; WBFD Bedford, Pa.; KFRU Columbia, Mo.; KIUL Garden City, Kan.; WABJ Adrian, Mich.; WMFR High Point, N. C.

KUMA Pendleton, Ore.—Granted license covering change from DA-2 to DA-N.

WAGY Forest City, N. C.—Granted license covering increase in power and changes in trans. equipment.

WALL Middletown, N. Y.—Granted license covering increase in daytime power and changes in transmitting equipment.

KDMA Montevideo, Minn.—Granted license covering change from DA-1 to DA-N.

WARN Fort Pierce, Fla.—Granted license covering change in hours of operation ant.-trans. and studio location, and installation DA-N and ground system.

WILI Willimantic, Conn.—Granted license covering installation new trans. and increase in daytime power.

WTRR Sanford, Fla.—Granted license covering use of new trans. (main trans. location) as auxiliary trans. (nighttime only).

WFAH-FM Alliance, Ohio—Granted license covering change of ERP, ant. height and installation new ant. and trans.

WSOY-FM Decatur, Ill.—Granted license covering installation of new ant., increase in ERP and decrease in ant. height.

KSUN Bisbee. Ariz.—Granted license covering installation of new trans.

■ Following stations were granted licenses covering installation of new trans.: KJOY Stockton, Calif., and KOY Phoenix, Ariz.

WTAP Parkersburg, W. Va.—Granted license covering change in ant.-trans. location, remote control point, and make changes in studio and ground system.

WFYI Mineola, N. Y.—Granted license covering installation of old main trans. as auxiliary trans.

WNAH Nashville, Tenn.—Granted mod. of license to change remote control point.

WOPI-FM Bristol, Tenn.—Granted mod. of license to change studio location and operate trans. by remote control.

KEBR (FM) Sacramento, Calif.—Granted mod. of license to operate trans. by remote control (second remote control point) (by employees of station only).

***WNAD-FM Norman, Okla.**—Granted cp to decrease ERP to 4 kw and install new ant.; ant. height 390 ft.

WIPE (FM) Detroit, Mich.—Granted mod. of cp to change ERP to 16 kw; ant. height to 440 ft.; ant.-trans. and studio location, and make changes in ant. system.

WIL-FM St. Louis, Mo.—Granted mod. of cp to increase ant. height to 320 ft.; change ant.-trans. location; type trans.; ant. system (increase height), and change ant.; conditions.

■ Following stations were granted extensions of completion dates as shown: WIL-FM St. Louis, Mo., to Jan. 2, 1962; KNIX (FM) Phoenix Ariz., to Nov. 15; WDRN (FM) Darien, Conn., to Feb. 1, 1962; KPAT (FM) Albuquerque, N. M., to Jan. 2, 1962; KORK-FM Las Vegas, Nev., to Nov. 15; KWDC (FM) Houston, Tex.; to Oct. 15.

KSEE Santa Maria, Calif.—Remote control permitted.

Actions of Sept. 6

WMEG Eau Gallie, Fla.—Granted transfer of control from Victoria C. Martin, A. V. Chatterton and Thomas Cary to Charles E. Varner and Wallis R. Kinney; consideration $150,000 and agreement not to compete in radio broadcasting for 8 years within 50 miles of Eau Gallie.

■ Granted cps for following new vhf tv translator stations: St. Johns Tv Committee on chs. 6 and 11 St. Johns, Ariz., to translate programs of stations KGUN-TV ch. 9 Tucson, and KOB-TV ch. 4 Albuquerque, N. M.;

WOWY Clewiston, Fla.—Granted license for am station.

WGNB (FM) St. Petersburg, Fla.—Granted license for fm station and specify type trans.

KRKD Los Angeles, Calif.—Granted license covering installation of alternate main trans.

KSAL Salina, Kan.—Granted license covering installation of old main trans. as alternate main trans.

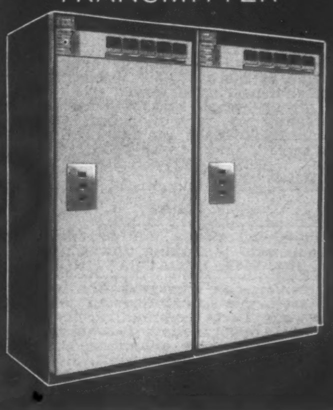
KBUN Bemidji, Minn.—Granted license covering change of type auxiliary trans.

■ Following stations were granted licenses covering increase in daytime power and in-

Continued on page 87

ITA
Quality
MEANS
HIGHER POWER
FM

35 kw FM
TRANSMITTER



FM's Most Powerful Transmitter! ITA's 35 kw FM Transmitter is designed to fill in coverage weak spots—blanket any area with POWER at a price you can afford. Offers these features: • Stereo and Multiplex Provisions • Grounded Grid PA That Needs No Neutralization • Silicon Rectifiers • Power Cutback to 5 kw • Free Installation Supervision. Examine its features . . . step up to the best high power FM transmitter ever made. For complete information write ITA Dept. BI-4.

ITA
ITA Electronics Corporation
BROADCAST DIVISION
Lansdowne, Pennsylvania

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Manager with a lot of hustle and know-how wanted for good small market radio station. Good salary plus override percentage of gross station income. Reply in confidence. This is opportunity kicking you in the seat of your pants. Box 937G, BROADCASTING.

Immediate requirement for manager and chief engineer at new 1000 watt daytimer located in suburban major market in northeast. Write Box 942G, BROADCASTING.

Opportunity for working manager in small Southeast mountain market. Must be sober, civic minded, good salesman. Good base salary plus excellent commission arrangement. Write Box 109H, BROADCASTING.

Assistant manager-sales manager for No. 1 station in market. Sales background and impressive past sales record essential. This is a group-owned station with excellent opportunity of promotion for you. Best opportunity to earn money. Send resume, sales record, and recent photo to Randall Rollins, WAMS, 414 French Street, Wilmington, Delaware.

Sales

Detroit—Good money and top future for salesman who is looking upward. Multiple chain. Box 756E, BROADCASTING.

Progressive single market station is looking for a sales manager interested in settling in growing Texas community city of 10.-000. Good opportunity, pleasant working conditions. Must be experienced in sales and prefer air voice if possible. Job is now open but will wait for right application. Box 799G, BROADCASTING.

Florida. Medium market. Needs 2 experienced announcer-salesmen for fulltime, old, established station. No rock and roll. Pleasant, adult voices wanted. Permanent position offered. $400.00 vs 30%. Complete details plus tape and photo to Box 988G, BROADCASTING.

$10,000 year ($7800 salary plus commission). We pay moving and interview expenses. Must be producer. Station on 24 hour operation a.m. and f.m. Mail resume to Sales, WLAV, Grand Rapids, Michigan.

Attention Mississippi: Wanted—full time salesman. Must be able to produce what you sell with strong air voice. Play-by-play sports ability desirious. Joe Phillips, WSSO, Starkville, Mississippi, home of Mississippi State University.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th Street. Minneapolis 2, Minn.

Announcers

Top power station in growing Southwest market has opening for afternoon male personality with proven record. No rock and roll. Send audition, background and photo first letter to program director. References will be checked. Box 750G, BROADCASTING.

Midwest regional network affiliate needs mature voiced announcer. Adult programming. Long established station. Send recent tape, recent photo, complete information of age, experience (both announcing and board) marital status and salary expectations. Box 850G, BROADCASTING.

Announcer—experienced. Willing to follow good music format. Run own board for outstanding Pennsylvania station. Employed benefits, excellent working conditions. Box 992G, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Quality Illinois (not Chicago) regional fulltimer needs a bright, mature professional, adept with board, smooth but strong delivery. If have news gathering and writing ability, so state. Fine opportunity; liberal pay and benefits. Permanent, prefer family man. Pleasant, prosperous community. Write resume, references and salary requirements to Box 914G, BROADCASTING.

First phone—adult personality announcer. If you're ready to get off the merry-go-round and really settle down to a good job, with a good future, with a good mid-west station—this is it! Start $550.00 per month. Send resume and ad-lib tape. Box 933G, BROADCASTING.

Dependable commercial announcer with at least 2 years experience not afraid of work. Locate in eastern Pennsylvania. Successful non-screaming format that you must fit into. Play-by-play experience helpful but not necessary. Opportunity to grow with chain. Start $85 for 48 hours. Regular raises, personal interview necessary, but first send tape and resume to Box 991G, BROADCASTING.

Immediate opening for announcer-salesman in Carolinas. Must be able to handle some program-traffic details, limited announcing and sales. Opportunity to advance to assistant manager. Only sober, dependable persons apply. Write Box 110H, BROADCASTING.

Expanding progressive Ohio broadcasting company seeks morning personality with opportunity for television work. Tape, resume, photo to Box 171H, BROADCASTING.

Make money, live in a sportsman paradise. Experienced announcer with first phone needed immediately. A real opportunity with growing organization. Contact Davis, KCAP, Helena, Montana.

Wanted: Experienced radio and television announcer. Looking for a stable man and willing to wait to find the right man. No booze hounds or drifters. All replies confidential. Reply to Bill McCraken, KFBC Radio-TV, Cheyenne, Wyoming.

Opportunity married staff announcer. Outline experience. KFRO, Longview, Texas.

Announcer, first phone, pay according to ability, experience, need immediately. George Williams, KGHM, Brookfield, Missouri.

Announcer-sportsman wanted adult programming. Salary open but minimum $450.00 per month. Central United States only, as a personal interview is necessary, minimum five years radio experience. Contact J. A. Shepherd, Radio Station KNCM, Moberly, Mo.

Announcer-news editor—short announcing shift. Adult music. Must be able to gather and write local news. Call or write Raymond Saadi, KTIB, Thibodaux, Louisiana. Hillcrest 7-9006

A station that has recently changed management and opened a new remote studio in a nearby community, needs good quality announcers with past experience in news, sports, and commercial work. Good salaries offered to qualified men. Send letter of experience, audition tape and photo to KTNC Radio, P.O. Box 238, Falls City, Nebraska, c/o H. D. Wallington, Station Manager.

Good board operator, announcer with competent news delivery. No "personality." Daytime station, good fishing hunting country. Prefer young single man. Immediate opening. KVWM, Show Low, Arizona.

Help Wanted—(Cont'd)

Announcers

Need experienced announcer in solid small town radio. Good opportunity for right man. Send tape and references to KVOW, Riverton, Wyoming.

Bright young man for modern sound board shift plus some news leg work. Good salary, paid hospitalization and insurance. Send tape and resume to WBAR, Box 820, Bartow, Florida.

Combo, first class ticket essential. "Smooth-sound" station, no rock and roll screamers, please. Salary good, based on applicants ability and knowledge in both announcing and engineering. Immediate opening. WCNL, Newport, New Hampshire.

WCSI AM & FM, Columbus, Indiana seeks announcer capable of knowledgable news presentation plus interesting record shows. Adult music backed by strong local news policy featuring mobile units and delux news room facilities. Unusually spirited smaller city within easy access of three metropolitan areas. Send tape, photo, job history first letter.

Morning man for the top-rated operation in the best three station non-metropolitan market in New England. Your salary requirements will not frighten us if you are really sharp. Send tape and resume to Manager, WDOT, Burlington, Vermont.

Immediate opening for radio and tv staff announcer. Call Elgin 5-8611 or send tape, resume & photo to Mr. Frank Wilson, WMBG-WTVR, P. O. Box 5229, Richmond, Virginia.

DJ for top 40 nighttime show. Call WNCO, Ashland, Ohio.

Florida-Spaceport — at Cape Canaveral. Needs announcer-salesman. WRMF, Titusville, Fla.

Farm-local newsman combination. Send resume and tape. WSMI, Litchfield, Illinois.

Progressive radio station seeking solid, happy voiced announcer. Production a must. $90.00 if worth it. Send tape, picture and particulars to WTHE Radio, Spartanburg, S. C.

Eight-year-old tv only operation starting 100 kw quality fm operation about October 15. Need two good radio announcers who also have ability to appear on tv. Knowledge of news copy traffic useful. No dj's please. Send picture, tape, full particulars first letter. Dwight Wheeler, WWTV-FM, Fetzer Television, Cadillac, Michigan.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th Street. Minneapolis 2, Minn.

Technical

Immediate opening—experienced chief engineer for well established, well equipped regional 5000 watt am network West Virginia station. Would consider aggressive newcomer. Write Box 939G, BROADCASTING.

Chief engineer for 1,000 watt am and fm midwest station. No announcing required. Excellent opportunity. Send background experience, references, and salary requirements with first letter. Box 126H, BROADCASTING.

Chief engineer for Colorado a.m.-f.m. Must be thoroughly experienced in maintenance and installation. Good salary. Wonderful living. Station staffed by other pros who tired of the big city rat race. Write Box 127H, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Engineer-announcer or engineer salesman. Main requirement engineering ability for 500 watt daytimer that believes in providing best equipment for maintenance in one of Carolina's fastest growing small markets. Salary open. Box 129H, BROADCASTING.

First class engineer who can double in brass—either announcing, copy, production, or traffic. Medium southern market fulltimer with fm. Send resume, tape, recent photo, and expected salary. Box 130H, BROADCASTING.

Experienced tv studio engineer with first phone license, write, do not phone, including resume and references. Roger Sawyer, KGLO-TV, Mason City, Iowa.

Immediate opening for chief—1st phone. Maintenance and installation experience. Write or call Ralph Robinson, c/o WACE, Chicopee, Mass.

WGBI Radio, Scranton-Wilkes Barre, has opening for radio engineer. Must have radio telephone first class license and 5 to 10 years experience with AM transmitters and audio equipment. Give full details in letter to P. O. Box 22., Scranton, Pennsylvania.

First phone experienced transmitter man RCA experience preferred—for Southwest Educational Television Station. Also good Ampex Video Tape Man. No phone calls. Elkins Institute of Radio & Electronics, 2603 Inwood Rd., Dallas, Texas.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment 83 South 7th Street, Minneapolis 2, Minn.

Production—Programming, Others

Continuity writer. Experienced. 1,000 watt independent in midwest market. Send details, references and salary requirements. Box 821G, BROADCASTING.

News director—aggressive, hard-hitting reporter capable of building and directing capitol city radio/tv news department . . . must have reporting, writing and on-camera experience, capable of producing high-caliber newscasts, editorials, and in-depth specials. Unique opportunity for experienced newsman to grow in professional stature. Send tape, photo and full details to Box 977G, BROADCASTING.

Reliable copy-traffic person for two station 100,000 plus market in western New York. Security and pleasant conditions with benefits. Prefer someone who has come up through small station. Box 104H, BROADCASTING.

Need top news digger—writer—reporter for major Metropolitan market. Exclusive news background as city reporter, correspondent desired. Big opportunity in "ready" market. Send data, tape, picture to Box 105H, BROADCASTING.

Experienced news reporter for New Jersey radio station . . . some announcing . . . emphasis on news. Tell all first letter. Don't send tape. Box 108H, BROADCASTING.

Pgm. dir. for 5000w station in rapidly growing important Calif. market. First phone required for short air shift. Will be responsible for hiring and directing announcers, and for making station #1 already in strong contention for this position. Pgm. can be modified; you'll be in charge and we want your ideas. $750 to start and fringe benefits and major opportunities which will be explained to few whom we interview further. Send complete background, brief pgm. beliefs, refs., and air tape. Only sober, successful people need apply. Box 135H, BROADCASTING.

Promotion-publicity director by top rated midwest CBS tv and radio station. Excellent opportunity for aggressive idea man with publicity, merchandising, writing and administrative experience. $8,000-$12,000 start. Send all details including brochure of previous campaigns, references, photo to Box 139H, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Newsman . . . challenge for newsman. If you've got ideas that aren't utilized, want to editorialize, build top news department, have initiative, here's your chance. Top wages. Midwest medium market. Send character references, background, qualifications, audition and salary requirements to Box 141H, BROADCASTING.

Newsman with machine gun delivery to generate excitement for top Independent. Rush tape and resume first letter. Box 169H, BROADCASTING.

Need good working radio newsman. Must have maturity and sound news judgment. Also, need good on-the-air personality, not top 40 format but balanced mixture of the best in all types. Send tape, background, salary requirements, etc. to: P.O. Box 269, Little Rock, Arkansas.

Wanted—program director who can also gather and write local news. Some announcing. 500 watt daytimer. KCHE, Cherokee, Iowa.

Immediate opening on staff of award winning news department. Prefer young, aggressive newsman. Only those trained and experienced in radio journalism with a warm, authoritative sound need apply. Top pay and talent. Send complete resume with references and tape to: WCKR, P.O. Box 38M Miami, Florida.

Newsman—gather, write, air local news. Handle tape recorder. New station. WNJH, Hammonton, New Jersey; or WCOJ, Coatesville, Pa.

Immediate opening for program director. Present man being recalled into service. Must be creative and capable of assuming administrative responsibilities. If interested call Howard Frederick, WIRL, Peoria, Illinois.

Newsman with versatility and guts for aggressive established am and fm, tv, operation. Must be able to interview, rewrite, shoot film and stills, a challenging opportunity for the imaginative. Tape, résume and photo to Sam Hall, WTRC, Elkhart, Indiana.

RADIO

Situations Wanted—Management

Manager, sales manager. Currently employed as account executive with 7 years major market experience. Excellent production record. Late twenties, family man, honest, sober. Full radio background. Box 864G, BROADCASTING.

Major market radio . . . 18 years experience. 7 years successful management. Excellent sales record and on-air personality. Present owners will give top-line recommendations. Box 832G, BROADCASTING.

General manager, sales, run board, sober, young, reliable, experienced. Prefer N. Y.. Penn., or Ohio. References contact Box 101H, BROADCASTING.

Imagination and creativity tempered by experience are qualities that can work for you. They are my Hallmark as a broadcaster. Conscientious program executive major market seeks manager, assistant manager opportunity eastern market. Inquiries handled discreetly. Box 111H, BROADCASTING.

Employed commercial manager raising sights. Desires and qualified for general manager. Will consider fm or am. Excellent sales record, 27, married, college. Box 114H, BROADCASTING.

Experienced small market—12 years with same employer; 7 years successful management. Present employer will give top recommendation. Thirty-five-year-old family man, civic minded, stable; available for west or northwest immediately. Box 119H, BROADCASTING.

Manager—business manager-corporate accountant: Over decade working experience all areas radio-tv staff. Ambitious. Stable community leader. Family. Prefer Florida. Others considered. Minimum start $7,000. Resume. Box 123H, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Award-winning salesman, tops in major market, interested combining thorough sales, program experience as manager or sales manager smaller market. Box 124H, BROADCASTING.

Available: Fifteen years manager/sales manager experience. College graduate, business administration, commercial law and advertising. Successful operation sold station. Resume on request. Box 136H, BROADCASTING.

Entire staff—We have proven our ability to produce. Business shows it. Nervous neophyte owner, on our backs, We're fed up. Manager, salesmen, newsman, announcers . . . all, ready to resign for any reasonable offer. Let us prove what we say. Box 150H, BROADCASTING.

Righthand man to top management. Position of responsibility desired by junior executive presently with net basic. 10 years all phases am-fm-tv. Will help you realize your goals, be they radio, tv or both. Background includes strong production, promotion, sales, organization, personnel, public service, survey analysis, FCC matters. business sense, B.A. Five figures justified. Box 172H, BROADCASTING.

Late on top pop records? Does your competition seem to have you beat? Then be first—really first in your market with all the latest top pop artists—all labels—mailing 3 times a week—one month trial. No obligation. T. R. Productions, 830 Market, San Francisco, California.

Manager-commercial manager. Eight years experience these capacities. Also national network and advertising agency. Solid record of profits and success. Robert D. Williams, 1126 Bluemont Ave., Manhattan, Kansas.

Sales

Sick sales. Contact R.P. Sales, 830 Market St., San Francisco. A sales service increasing billings at low rates. Not a promotion crew. We are sales consultants. Free information. No obligation. West Coast, and adjoining states.

Announcers

Sports director, play by play football, basketball, baseball. Finest references. Box 710G, BROADCASTING.

DJ, newscaster, control operator. Married. Age 28. References, will travel. Prefer top 40. Box 721G, BROADCASTING.

Broadcast school graduate. Emphasis news, adult pop music. Single, 28. Available two weeks. Box 998G, BROADCASTING.

Recent graduate of broadcasting school. Have voice will travel. Box 103H, BROADCASTING.

In competitive regional market. Announcing three years. Want established station. Have had taste of television now would like real bite. Box 112H, BROADCASTING.

Top rated Canadian deejay wants work at "pop" station in north east. State hours, condition and salary in first letter. Box 113H, BROADCASTING.

Single, 23. Graduate of radio school willing to work hard, and accept any job available. Tape and resume available upon request. Box 115H, BROADCASTING.

Contract expires Sept. 15th. Top 40 jimmick jock top rated in major market. Box 116H, BROADCASTING.

Experienced, conscientious no. 1 d.j.-newsman. Any good area! State format. Box 117H, BROADCASTING.

Announcer, newsman, d-j—8 years, well within top 100 major markets, currently with #1 in market. Mature, family, excellent voice—no top 40—minimum $165. Box 118H, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Truly, truly professional radio announcer seeks position in aggressive tv operation. Currently employed by a top-rated, nationally known, radio station in one of the top 3 markets. Desire opportunity to do all types of on-camera work. Have a considerable amount of on-camera experience. Seasoned actor, m.c. and interviewer. Will deliver network caliber commercials. Sincere, university, married, 30. Business approach to the business. Long hours no concern. No prima donna, just hard worker. Will consider radio stint in addition to tv. Box 981G, BROADCASTING.

Music man, newsman desirous of permanent position in adult programed station. Five years experience. Family man, presently employed in major southwest city. Box 125H, BROADCASTING.

Vet-single-21 - college radio - commercial radio. Tight board, format, good news, commercials. Stable. mature personality, continentious. Will travel. Prefer south. Small market. Presently employed as staff announcer. $65 minimum. Box 131H, BROADCASTING.

Versatile deejay—first phone. 8 years experience in depth. two years management. Friendly wake-up show. Outstanding knowledge "modern" radio. Natural ability with production. music, continuity. Presently employed production department major network. Light maintenance. Best references. 26 years old; family. Desire pd-dj position. Available November 1st. Box 132H, BROADCASTING.

Easy swinger for hire. Versatile. Nine years experience. $150.00 Box 137H, BROADCASTING

Aspiring announcer needs that first job. Can you help? Speech background, broadcasting school, some college, third phone. Box 128H. BROADCASTING.

Swingin dj. college grad. 2 years experience. Joe Niagara type. Box 140H, BROADCASTING.

Can't stand cold weather anymore. Desire Texas, Florida or other balmy climate. Experienced team of one announcer-copywriter . . . one first phone engineer desire metropolitan market. Box 144H, BROADCASTING.

First phone . . .married, 21, 1½ years experience. Will work nights. Prefer Texas and surrounding area. Box 152H, BROADCASTING.

Swingin' (not formula) young jock presently employed wishes to leave dead (but nice) organization. $100.00 per week will bail me out! Box 153H, BROADCASTING.

Experienced dj, newscaster, looking for large market in northeast. Box 155H, BROADCASTING.

Announcer-disk jockey experienced family man. Want permanent place in your community, fast board, willing to travel. 3rd class FCC. Box 160H, BROADCASTING.

Announcer-disk jockey experienced, family man. Want permanent place in your community, fast board. willing to travel. 3rd class FCC. Box 161H, BROADCASTING.

Announcer-experience: D.J. Good ad-lib, run board—cut any show. Excellent references and reliable. Box 162H, BROADCASTING.

Negro announcer looking employment—will travel, strong in board work. Graduate of A.T.S. Box 163H, BROADCASTING.

Here's an announcer! First phone, 4 years experience as newsman, d.j., plus TV, married, tape and brochure available for consideration, salary open. Box 164H, BROADCASTING.

N. Y. State—near Montreal. DJ-salesman-adult. Box 165H, BROADCASTING.

Attention upper mid-west! 3 yrs. experiience, good voice, build show around good music, bright chatter, and, $ell. Thrive on competition. Makes listeners want more. If you do, write box 167H, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer and d.j. Experienced not a floater want to settle. Box 174H, BROADCASTING.

Experienced colored d.j. tight production, no floater. Box 275, New York 23.

Versatile announcer—dj. Authoritative news. Midwest preferred. 4825 W. Drummond Place, Chicago 39. NAtional 2-1672.

First phone announcer, c&w dj, and ce. Five years radio two years tv. Steve French. 1838 22nd St., San Pablo, Calif. Phone BE 5-5988.

Successful announcer with first phone and engineering knowhow wants combo c.e.-ancr-nd position. Adult radio. permanent, Jim Harris. 350 Larchmont Dr., Montgomery, Ala. Tel: 265-2137.

Beginner disc jockey—knows music. good commercial man. Music library. Will relocate. Tape. resume. Norman Holden Jr., 4556 N. Meade Ave., Chicago 30, Ill. SPring 7-1094.

McLendon 1st phone d.j. available Oct. 1. Contact Fred Lane. 7311 Broadway, San Antonio. Texas. Telephone TAylor 2-1475.

Announcer. 1st phone, no maintenance, $85, no car. BE 7-6721 after 5. Walter Piasecki, 2219 N. Parkside. Chicago.

Management placing this ad for staff/sports announcer. Recent purchase and reorganization squeezing him out. Three years experience. play-by-play all sports. Reliable, family. sober. Some sales experience. Contact Jerry Tye, WKEI, Kewanee, Illinois.

Technical

Engineer, 1st phone wants job. No chief or combo job. Box 982G, BROADCASTING.

Chief engineer, twenty years experience all phases broadcasting, construction. maintenance, operation to 50-kilowatt directional. Box 148H, BROADCASTING.

Transmitter position, 2 years direct experience, no announcing. first radio-telephone. Box 134H, BROADCASTING.

Employed transmitter engineer desires job. Also as maintenance assistant. Box 143H, BROADCASTING.

Maintenance engineer ten years experience. two as chief at small station. Six years at one station. Radar endorsement. desire permanent position. Box 151H, BROADCASTING.

Chief engineer, twenty years experience all phases broadcasting to 50-kilowatt directional. Desire to invest in going operation. Box 149H, BROADCASTING.

Available immediately. First phone engineer, technical school graduate. Experienced in a.m.-f.m. radio operation and maintenance. Age 25 recently separated from service and seeking permanent position. James Steffen 311 N. Third St., DuBois, Pa.

Production—Programming, Others

Newsman — Reporter-writer-newscaster, 9 years experience police, court, education, political, government news reporting. Features and commentary. Professional delivery. College. Interested radio and/or television. Box 970G, BROADCASTING.

Basic working newsman. Adult appeal. Genuine personality. Good news—desk, air. Box 102H, BROADCASTING.

Experienced team of one first phone engineer . . . one announcer-copywriter want to come South before winter comes north. Both young, ambitious . . . production our speciality . . . prefer metropolitan market in warm climate. Box 145H, BROADCASTING.

News department: Experienced reporter for radio, tv, or newspaper. Experienced as camerman with both movies and stills. Long in news gathering and preparation. Not essentially on air man. 10-year experience in news affiliations including US Navy, newspapers, radio, and tv and teaching. Degree, member: RTNDA, sober habits, presently employed as radio news director, Leo E. Laurence, KFAL, Fulton, Missouri.

Situations Wanted—(Cont'd)

Production—Programming, Others

News, tape, mobile, field work. Tenure, growth, good music—adult audience. Box 168H, BROADCASTING.

TELEVISION

Help Wanted—Sales

New independent television station serving Kings-Fresno Counties in California will commence telecasting local sports, western, pop orchestra, teenage records, and kiddie show in October. Men or women, if you have had experience selling and announcing any of these shows on radio or tv, send qualifications, pictures, and air checks to Harold Gann, KDAS-TV, Lakeside Inn, Kingsburg, California. Excellent guarantee and allowance with large commission.

Announcers

Experienced tv announcer for large eastern market. Send resume, picture and audio tape, if possible, to Program Director. Box 120H, BROADCASTING.

Technical

Midwest vhf station, needs experienced studio and transmitter man. Must have first phone license. Please include draft status in resume. Box 667G. BROADCASTING.

Experienced chief engineer and studio supervisor for small market vhf—north-central. Write Box 938G. BROADCASTING.

Transmitter supervisor strong technical, likes mountain living. $8400 base plus overtime. Contact Les Norins, Channel 3, Santa Barbara. Calif.

Switcher and transmitter engineer—first phone. Experience not necessary. Carl Anderson, KREY-TV, Montrose. Colorado.

WDAU-TV, Scranton-Wilkes Barre, has opening for qualified tv studio technician. FCC radio-telephone license and studio experience preferred. Give full details in letters to P. O. Box 22. Scranton. Penna.

Florida vhf has opening for engineer with tv transmitter experience. Contact Chief Engineer. WEDU, 908 South 20th St. Tampa, Fla.

First phone for combination studio transmitter operation. Experience not necessary. Chief engineer, WIMA-TV. Lima, Ohio.

Production—Programming, Others

All-around production man needed immediately in midwest station directing camera. general production. Director does own switching. Write Box 925G, BROADCASTING.

TELEVISION

Situations Wanted—Management

Established record—winner of numerous national awards for creating and producing public affairs and news programs and proven ability to commercially sell both public affairs and purely commercial ideas. Extensive background, including video tape productions . . . 14 years commercial radio and tv. married. Proven professional stability and capability. Presently employed 7 years top tv station, top market. Box 986G, BROADCASTING.

Programming? Management? Look under situations wanted radio "Right hand man." Box 172H, BROADCASTING.

Manager-commercial manager. Eight years experience these capacities. Also national network and advertising agency. Solid record of profits and success. Robert D. Williams, 1126 Bluemont Ave., Manhattan, Kansas.

Situations Wanted—(Cont'd)

Announcers

Announcer. Experienced 10,000 watts N. Y. Radio mature staffer seeking radio/tv. Closed circuit television background. Authoritive newscaster, photogenic. Box 762G, BROADCASTING.

Top tv personality, continuity director, enthusiastic promotion man. Do three live shows a day, all way ahead of competition. Reached my peak in present market at $140. Seeking position in large market where the future is bright for the right man. Box 106H, BROADCASTING.

25 years old—two years tv experience. Started as booth man at $60, now earning more than double that on all types live work, personal appearances, plus copy. I've gone as far as possible in this market. Desire move to large market or chain where I can learn and grow. Box 107H, BROADCASTING.

Initial opportunity at on-camera news and booth work desired by professional sounding, "straight" radio announcer currently in top metropolitan market. However, will consider anv size tv market. Box 159H, BROADCASTING.

Want your tv news intoned so viewers aren't startled at every mention of Khrushchev's name? Young announcer, calm, clear delivery. Two years radio. Desire first chance at television anywhere in United States. Box 170H, BROADCASTING.

Technical

Management minded engineer — systems planning, installation and maintenance, ETV and commercial. Box 138H, BROADCASTING.

Production—Programming, Others

Young man, 27. B.A. degree. Graduate of New York University, radio & tv workshop, Naval Communications background. Will exchange enthusiasm, initiative, creative potential, common sense and loyalty for exposure to all phases of tv production. Reply Box 838G, BROADCASTING.

Director-producer wishes change. Know all phases. Do air personality. 8 yrs. experience. Military completed. Box 863G, BROADCASTING.

News director: News-in-depth specialist. Top ratings, references. $150. Box 958G. BROADCASTING.

Film director experienced in shipping, editing and 35 mm photography seeks employment. Dependable, willing to work. Box 100H, BROADCASTING.

Crack director-producer-master photographer wants to move up. Knows lighting-staging-16mm-news-commercial photography. Box 147H, BROADCASTING.

News department: Experienced reporter and photographer, 10-years experience includes reporting and news photography with newspapers, radio, tv, and teaching, Navy veteran, degree, member RTNDA, mature, Leo Laurence, KFAL, Fulton, Missouri.

Film director-experienced all phases film department. John Mason, Box 1748, Daytona, Florida. Phone CLinton 3-2784.

Off-camera news, public affairs director. Strong writer, photographer, available immediately, references, competitive. Jack Vandermyn, 1650 East Walnut, Evansville, Indiana. HA 5-9473.

FOR SALE

Equipment

Automatic time machine: The new modern sound in modern radio. Place your time jingles on a tape and our machine will automatically play them back—at the push of a button—on time—every time. No manual rewind—nothing to get out of sequence. "set it and forget it." Ready to be installed in minutes into any existing audio system. Great production aid. For information call Ed Hawkins, Chief Engineer. WITH, LE. 9-7808 or write 7 E. Lexington St., Baltimore 3, Maryland.

FOR SALE

Equipment—(Cont'd)

Used coax with hangers. 110 feet ⅞ inch for $77.00. KGAF, Gainesville, Texas.

IBM Type studio clock system. Consisting of 1 #25 master Clock, 1 #601-3 master relay, 6 #59-45 studio clocks and 1 #59-55 studio clock. Will sell for $350.00 FOB WITN, Washington, North Carolina.

GE-fm broadcast transmitter, type BT-1-B, model 4BT1B, exciter unit only, in operating condition. $450.00 F.O.B. WITZ. Jasper, Indiana.

Magnecord P-75 stereo tape recorder. New, in original factory cartons $700.00. Berlant BRX-1 and 30 recorders excellent condition. $275.00 each. Box 406, Hiawatha, Iowa.

Must sell! Auricon cine-voice model CM-72A camera, new, complete, $1100.00 value only $850.00; Bolex movie titler, complete $150.00. Nikor 16mm processing equipment $140.00; Micro-record 16mm rewind processing equipment $30.00; Astro-Berlin 400mm f/5 lens, Exakta mount, $120.00. Roman Averbeck, 1238 N. 12th St., Quincy, Illinois.

Am, fm, tv equipment including monitors, 5820, 1850, p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Stations

Operation desires southwest or west with preferably $5, 10, thousand down. Lease-purchase considered. Please don't tease. Send complete information first letter. Box 157H, BROADCASTING.

Equipment

Used television antenna, good condition, Channel 31. Reply to Box 926G, BROADCASTING.

Ampex, Altofonic, Audiomation, etc.. 8 hour tape players. Box 263G, BROADCASTING.

Used field intensity meter. Chief Engineer, KDEX Radio, Box 480, Dexter, Missouri.

BUSINESS OPPORTUNITY

1st phone, exp. radio and tv, some equipment, and unused GI loan, wants partner, active or silent, for CP in radio or low cost tv. All offers considered and confidential. Box 166H, BROADCASTING.

MISCELLANEOUS

D.J. turned writer. 50 ad libs, one-liners, new station id's per week for five dollars per month. Each Monday you have 50 current event ad libs. Enclose check or money order. Hazard, 114 E. Portland, Phoenix, Arizona.

"Deejay Manual," a complete gagfile containing adlibs, bits, gimmix, letters, patter . . . $5.00; Show-Biz Comedy Service, 65 Parkway Court, Brooklyn 35, N. Y.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

INSTRUCTIONS

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC license in six weeks or less. Instruction covers additional material of new FCC examinations. No increase in tuition. License guaranteed for tuition of $300.00. No charge for extra time if needed. Next classes October 30 and January 3. Pathfinder, 5504 Hollywood Boulevard, Hollywood, California.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required Enrolling now for classes starting October 11, January 3, 1962. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. Authorized by the California Superintendent of Public Instruction to issue diplomas upon completion of Radio Operational Engineering course.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

RADIO

Help Wanted—Management

GENERAL MANAGER
& SALES MANAGER

Two top jobs. Big markets; multi-group now interviewing.

Almost every candidate will find with us a brighter future AND present than he now enjoys. Please write in confidence.

Box 854G, BROADCASTING

Announcers

All-night girl for own disc jockey show. Large metropolitan eastern station. Girl must be extremely attractive. Voice to match. Would interview guests, introduce records, etc. Starting option, 13 weeks. $250.00 a week to start. Send tape and photograph.

Box 142H, BROADCASTING

Help Wanted—(Cont'd)

Sales

SALES EXECUTIVE WANTED

California-Nevada Territory

The man we want is a native Californian or at least a seven-year California Broadcast veteran, 30-40, travel 5 days weekly. Managerial experience, over-all knowledge of radio operation, local, regional, metropolitan.

Must make a good appearance, drive a good car—be forceful and dramatic, able to address large groups of people authoratively.

We have some of the nation's top stations so solidity is a must in our man. He will be joining the largest radio and television sales-force in the country today with a proven seven-year track-record.

If you're looking for a job with incentive, expenses plus direct commissions, with over 75% renewals yearly, where a goal of $25,000 can be reached within two years without "gambling on the future"—we'd like to hear from you. Complete resume, present income, pix, the works—personal interviews arranged the latter part September, Los Angeles and San Francisco.

COMMUNITY CLUB AWARDS
J. C. Gilmore
Westport, Conn.
CA. 7-0841

Production—Programming, Others

NEWS MAKER

Your a top newsman who wants to become associated with the top station in a highly competitive market. You have a nose for news, you know how to find it, write it, air it. You know how to dig out interesting stories behind the news, to get public opinion on controversial topics, to produce documentaries. Your delivery is dramatic but authoritative. Your the man we want at

WLEE
P. O. Box 8765 - Richmond, Va.

P.S. Air mail that tape and resume. We want you NOW.

RADIO

SITUATIONS WANTED

Production—Programming, Others

PROGRAM DIRECTOR

Excellent record of programming success. Currently number two man, desire to "take charge." Modern format man with new and creative thinking that has brought excellent rating and sales success. I am paid well, because I work hard and produce results. Salary must be top notch.

Box 133H, BROADCASTING

MISCELLANEOUS

Need Copy Help? Most Stations Do

We provide custom-written commercials at a moderate cost, based on your rate card. For samples and info, write to J-O-G Continuity, Box 731, Port Huron, Michigan.

FOR SALE

Equipment

SUBCARRIER GENERATOR FOR SCA MULTIPLEXING

Model SCG-2 features high performance at low cost. Use with any FM transmitter with MX input. Write for technical data to:

MOSELEY ASSOCIATES
4416 Hollister Ave., P.O. Box 3192
Santa Barbara, California

FOR SALE

Stations

MIDWEST STATION

Single-market daytime station in small midwest city serving stable trade area. Profitable operation, ideal for owner-operator. Virtually new equipment in first-class condition. Priced to sell. Reason, other interests. Full details furnished in person only. Inquiries in strict confidence.

Box 934F, BROADCASTING

FOR SALE

Stations—(Cont'd)

CALIFORNIA REGIONAL

Long established 5 kw fulltimer in heavily populated growth area. Showing good earnings on billings in excess of $150,000. Asking $260,000 on very favorable terms with real estate included.

Box 121H, BROADCASTING

COLORADO

Small market station for sale. Gross in excess of $40,000. Small down payment.

Box 158H, BROADCASTING

SW	small	VHF-TV	$150M	terms
Calif.	single	fulltime	137M	29%
Fla.	single	daytimer	165M	20dn
Ga.	single	daytimer	45M	25dn
Ind.	single	daytimer	125M	terms
Gulf	metro	daytimer	116M	29%
South	major	fulltime	400M	100dn
West	Top 30	power	300M	cash

And others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

FIRST TIME OFFERED! ARK. MAJOR FULLTIME REGIONAL $180,000—TEX. MAJOR FULLTIME REGIONAL $865,500 — FLA. MAJOR 'POWER' $550,000—WYOMING FULLTIME REGIONAL $62,500. 38 OTHERS FROM $35,000 TO $675,000.

PATT McDONALD CO.
Box 9266—GL. 3-8080
Austin 17, Texas

GUNZENDORFER

ARIZONA MONEY MAKER. A 250 watt fulltimer can be bought for *$50,000* down. Full price *$180,000*. "Exclusive."

NEVADA, LAS VEGAS. *$29,000* down buys a radio station in the "Glamour capitol of the world."

CALIFORNIA SINGLE MARKET. Fulltimer. Growing area. Great potentials. Asking *$175,000*. 29% down.

WILT GUNZENDORFER AND ASSOCIATES

8630 W. Olympic, Los Angeles 35, Calif.
Licensed Brokers *Financial Consultants*

* * * * * * NEEDED NOW * * * * * *

YOU May be READY for this TOP MARKET:

Disc Jockey,	12M to 6am	—	minimum	$200 week
Disc Jockey,	8pm to 12M	—	minimum	250 week
Disc Jockey,	12N to 3pm	—	minimum	250 week
Disc Jockey,	6am to 10am	—	minimum	300 week
News Director,	individual style	—	minimum	200 week
Newsmen,	Big & Different voices	—	minimum	150 week

Send tape—resume—picture—NOW—to:

Box 156H, BROADCASTING

Continued from page 81

stallation of new trans.; KPRL Paso Robles, Calif.; WMFG Hibbing, Minn.; KRXK Rexburg, Idaho.

Nebraska Council for Educational Tv Inc., York, Kearney and Grand Island, Neb.—Granted cps for new uhf tv translator stations on chs 70, 72 and 78 to translate programs of KUON-TV ch. 12 Lincoln, Neb.; KUON-TV via uhf tv translator station ch. 70 York, via uhf translator station ch. 78 Grand Island, condition; and KUON-TV via uhf tv translator station ch. 70 York, condition.

KSFV (FM) San Fernando, Calif.—Granted cp to replace expired permit for fm station.

WXUR-FM Media, Pa.—Granted mod. of cp to increase ERP to 4.2 kw; ant. height to 440 ft.; change type trans. and ant.

WERI Westerly, R. I.—Granted mod. of cp to change type trans.

***KSFX (FM) San Francisco, Calif.**—Granted extension of completion date to Oct. 10.

Processing line

■ Notice is hereby given, pursuant to Sec. 1.354 (c) of commission rules, that on Oct. 18, 1961, standard broadcast applications listed below will be considered as ready and available for processing and that pursuant to Sec. 1.106 (b) (1) and Sec. 1.361 (c) of commission rules, an application, in order to be considered with any application appearing on below list or with any other application on file by close of business on Oct. 17, 1961 which involves conflict necessitating hearing with application on this list, must be substantially complete and tendered for filing at offices of commission in Washington, D. C. by whichever date is earlier; (a) close of business on Oct. 17, 1961 or (b) earlier effective cut-off date which listed application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists.

Attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to Sec. 309 (d) (1) of Communications Act of 1934, as amended, is directed to Sec. 1.359 (f) of commission rules for provisions governing time of filing and other requirements relating to such pleadings. Ann. Sept. 11.

FOR SALE—(Cont'd)

Stations

STATIONS FOR SALE

NORTHWEST. Exclusive. Full time. Gross $70,000 last year. Asking $75,000. $20,000 down.

CALIFORNIA. Daytime. Large and growing market. Asking $100,000 with 29% down.

EAST. Top market. Daytimer. $112,000. Terms.

JACK L. STOLL
& ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

NEED HELP?
LOOKING FOR A JOB?
SOMETHING TO BUY
OR SELL?

For Best Results
You Can't Top A
Classified Ad
in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Applications from top of processing line:

BML-1688 KNBX Seattle, Wash.—East Side Bcstg. Co. Has: 1050kc, 1kw, D (Kirkland, Wash.); Req: 1050 kc, 5kw, D (Seattle Wash.)

BP-11570 WPIT Pittsburgh, Pa.—WPIT Inc. Has: 730kc, 1kw, D; Req: 730kc, 5kw D.

BP-11634 WAQE Towson, Md.—WTOW Inc. Has: 1570kc, 1kw, D, Req: 1570kc, 5kw, DA, D.

BP-13061 WKRK Murphy, N. C.—Childress Bcstg. Corp. of Murphy. Has: 1390kc, 1kw, D; Req: 1320kc, 5kw, D.

BP-14202 KRIO McAllen, Tex.—Valley Bcstg. Inc. Has: 910kc, 1kw, DA-1, unl.; Req: 910kc, 1kw, 5kw-LS, DA-2, unl.

BP-14203 NEW Mt. Holly, N. C.—Harry A. Epperson, Jr. Req: 1520kc, 10kw, 1 kw (CH), D.

BP-14207 NEW St. Martinville, La.—St. Martin Bcstg. Co. Req: 1570kc, 250w, D.

BP-14208 WVJS Owensboro, Ky.—Owensboro On the Air Inc. Has: 1420kc, 1kw, DA-2, unl.; Req: 1420kc 1kw, 5kw-LS, DA-2, unl.

BP-14210 KVCV Redding, Calif.—Golden Empire Bcstg. Co. Has: 600kc, 1kw, DA-1, unl.; Req: 600kc, 1kw, 5 kw-LS, DA-2, unl.

BP-14211 NEW Englewood, Fla.—Sarasota-Charlotte Bcstg. Corp.—Req: 1530kc, 1kw, D.

BP-14212 NEW East Syracuse, N. Y.—Wide Water Bcstg. Inc. Req: 1540kc, 1kw, D.

BP-14223 NEW Casey, Ill.—Paul Dean Ford Req: 800kc, 250w, D.

BP-14224 NEW Agana, Territory of Guam—Guam Bcstrs. Inc. Req: 990kc, 1kw, unl.

BP-14226 NEW Hohenwald, Tenn.—Hohenwald Bcstg. Corp. Req: 1150kc, 500w, D.

BP-14229 WLBJ, Bowling Green Ky.—Bowling Green Bcstrs. Inc. Has: 1410kc, 1kw, 5kw-LS, DA-2, unl.; Req: 1410kc, 1kw, 5kw-LS, DA-N, unl.

BMP-9055 WDSU New Orleans, La.—WDSU Bcstg. Corp. Has Lic: 1280kc, 5kw, DA-1 unl. Has cp: Change ant.-trans. location; Req mp: 1280kc, 5kw, DA-N, unl.

BP-14233 KWKW Pasadena, Calif.—KWKW Inc. Has: 1300kc, 1kw, DA-N, unl, Req: 1300kc, 1kw, 5kw-LS, DA-2, unl.

BML-1898 WKYN Rio Piedras, P. R.—Quality Bcstg. Corp. Has: 630kc, 1kw, D; Req: 630kc, 1kw, unl.

BP-14234 NEW Somerville, N. Y.—Somerset County Bcstg. Co. Req: 1530kc, 1kw, DA, D.

BP-14236 WMDD Fajardo, P. R.—WMDD Inc. Has: 1490kc, 250w, unl.; Req: 1480kc, 5kw, unl.

BMP-9060 KXKW Lafayette, La.—General Communications Inc. Has cp: 1520kc, 500w, DA-1, unl.; Req mp: 1520kc 500w, 10kw-LS, DA-2, unl.

BP-14237 NEW East Gastonia, N. C.—Boyce J. Hanna. Req: 1510kc, 5kw, 500w (CH), D.

BP-14238 WEMP Milwaukee, Wis.—Milwaukee Bcstg. Co. Has: 1250kc, 5kw, DA-2, unl. Req: Change DA and ground system.

BP-14239 NEW Norton, Kan.—Norton Bcstg. Inc. Req: 1530kc, 1kw, D.

BP-14241 KUKO Post, Tex.—Radio Station KUKO Has: 1370kc, 500w, D; Req: 1370kc, 1kw, D.

BP-14242 NEW Spartanburg, S. C.—Lee-Blake Bcstg. Co. Req: 1520kc, 1kw, D.

BP-14244 NEW Mineola, Tex.—Mineola Bcstg. Co. Req: 1510kc, 250w, D.

BP-14245 NEW Napoleon, Ohio—Downriver Bcstg. Assn. Req: 1540kc, 500w, DA, D.

BP-14248 NEW Mayville, N. D.—Marlin T. Obie and Henry G. Tweten. Req: 1520kc, 250w, D.

BP-14251 KEEP Twin Falls, Idaho—Radio Sales Corp. Has: 1450kc, 250w, unl.; Req: 1450kc, 250w, 1kw-LS, unl.

BP-14253 NEW San Sebastian, P. R.—Pepino Bcstrs. Inc. Req: 1460kc, 500w, unl.

BP-14259 KASH Eugene, Ore.—Radio Air Ways Inc. Has: 1600kc, 1kw, DA-N, unl. Req: 1600kc, 1kw, 5kw-LS, DA-N, unl.

BP-14260 WSME Sanford, Me.—York Bcstg. Co. Has: 1220kc, 1kw, D; Req: 1480kc, 500w, D.

BP-14263 NEW Honolulu, Hawaii—John Hutton Corp. Req: 1500kc, 1kw, unl.

BP-14264 WSVS Crewe, Va.—Southern Virginia Bcstg. Corp. Has: 800kc, 1kw, D; Req: 800kc, 5kw, D.

BMP-9091 WHSM Hayward, Wis.—WJMC, Inc. Has Lic: 910kc, 1kw. D. Has cp: 910kc, 5kw DA, D; Req mp: 910kc, 5kw, D.

BP-14272 KLUE Longview, Tex.—Radio Longview Inc. Has: 1280kc, 1kw, D; Req: 1280kc, 5kw, D.

BP-14273 NEW Logan, Utah—George Stuart Nixon. Req: 1300kc, 1kw, D.

BP-14274 WBEJ Elizabethton, Tenn.—WBEJ Inc. Has: 1240kc, 250w, unl.; Req: 1240kc, 250w, 1kw-LS, unl.

BP-14275 WJBK Detroit, Mich.—Storer Bcstg. Co. Has: 1500kc, 1kw, 10kw-LS, DA-2, unl.; Req: 1500kc, 5kw, 50kw-LS, DA-2, unl.

BP-14277 KAIM Honolulu, Hawaii—Christian Bcstg. Assn. Has: 870kc, 1kw, unl.; Req: 870kc, 5kw unl.

BP-14278 WDUX Waupaca, Wis.—Laird Bcstg. Inc. Has: 800kc, 1kw, D; Req: 800kc, 5kw, DA, D.

BP-14279 NEW Rossford-Toledo, Ohio—Rossford Bcstg Inc. Req: 1520kc, 1kw, DA-1, unl.

BP-14280 NEW Jena, La.—LaSalle Bcstrs. Req: 1480kc, 500w, D.

BP-14281 KFGQ Boone, Iowa—Boone Biblical College. Has: 1260kc, 250w, D; Req: 1260kc, 1kw, D.

BP-14282 NEW Mocksville, N. C.—Will P. Erwin. Req: 1560kc, 250w, D.

BP-14283 NEW Flagstaff, Ariz.—Dateline Bcstrs. Req: 1400kc, 250w, unl.

BP-14284 NEW Eugene, Ore.—Williamette Family Stations Inc. Req: 1540kc, 1kw, D.

BP-14285 WQDY Calais, Me.—St. Croix Bcstg. Co. Has: 1230kc, 250w, unl.; Req: 1230kc, 250w, 1kw-LS, unl.

BP-14287 NEW Merkel, Tex.—Taylor County Bcstg. Co. Req: 1500kc, 250w, D.

Translators

Peoples Tv Assoc. Inc. Ephrata, Wash.—Granted cps for three new vhf tv translator stations on chs. 12, 10 and 8 to serve Ephrata, Soap Lake, Moses Lake, and Larsen Air Force Base by translating programs of Spokane stations KHQ-TV (ch. 6), KXLY-TV (ch. 4) and KREM-TV (ch. 2). Comr. Lee dissented.

License renewals

WNEW-TV New York, N. Y.—Granted renewal of license, without prejudice to whatever action, if any, commission may deem warranted as result of any final determination reached by commission in connection with *In The Matter of WORU Inc. and Mid-Florida Tv Corp.* Chmn. Minow dissented and stated: "I would defer action on this renewal application until there is resolution of issues which are presently being considered. I do not think that the commission can properly make the public interest finding which the statute requires until those issues are resolved." Action Sept. 7.

■ Commission granted renewal of license of following stations; Chmn. Minow dissented: WKYB-AM-FM Paducah, Ky.; WAPA San Juan, P. R.; WNIK Arecibo, P. R. Action Sept. 7.

■ Commission granted renewal of license of following stations: WLFH Little Falls, N. Y.; WRIM Pahokee, Fla. Action Sept. 7.

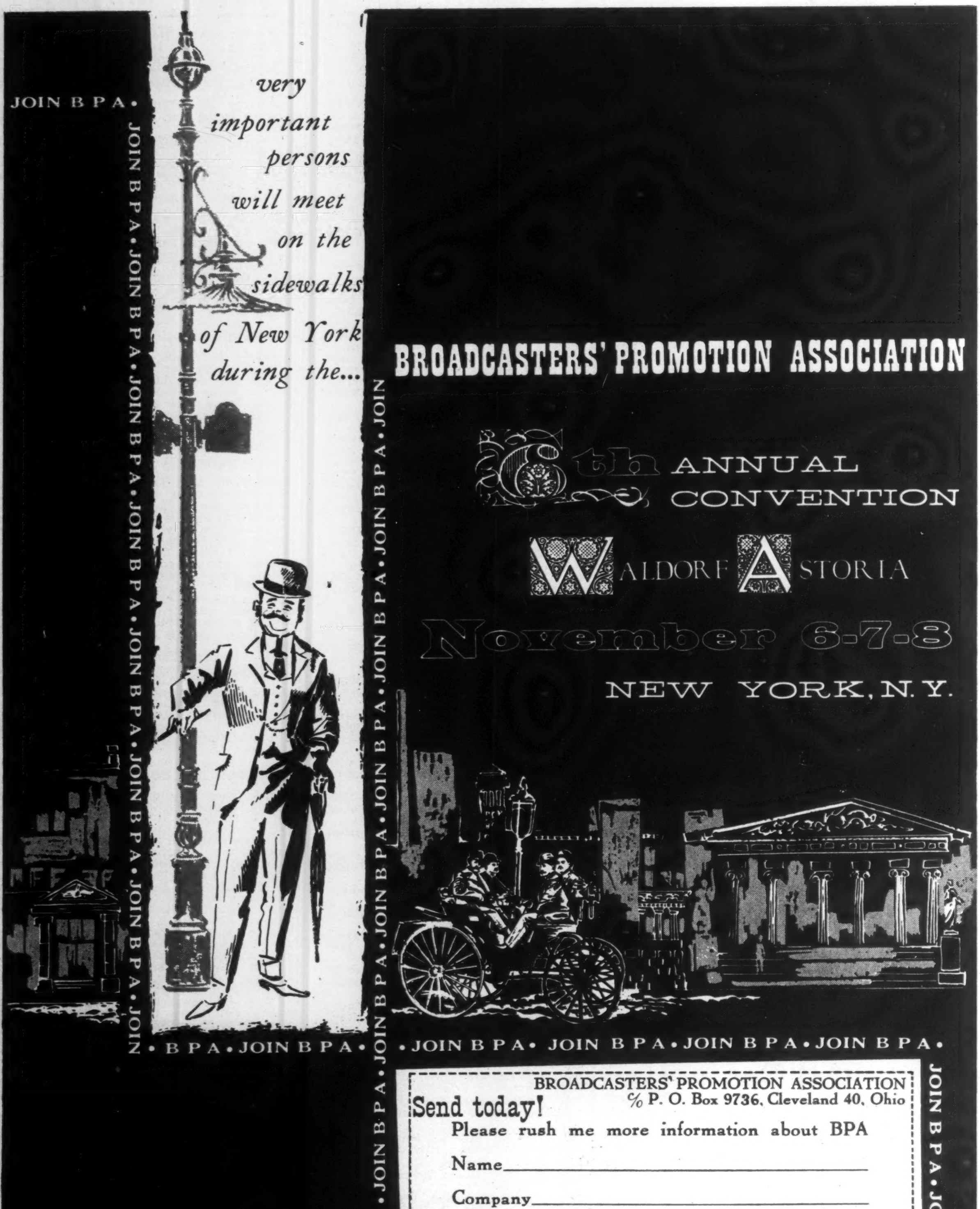
Short-term renewals

■ Commission renewed license of WKKO Radio Inc., for WKKO Cocoa, Fla., for one year. In so doing, it wrote that licensee in part:

"The commission has considered your application very carefully, and is of the view that the variance between the representations made in 1959 when you acquired station WKKO and the actual programming operations as reflected in the instant application falls short of the degree of responsibility which the commission has a right to expect of its licensees. Accordingly, the commission is unable to find that the public interest would be served by a regular 3 year grant of the instant application. Therefore, the commission has granted your application for the term ending at 3 a.m., September 1, 1962. Such procedure will afford the commission an opportunity to re-examine your over-all operations at that time." Action Sept. 13.

■ In granting renewal of license of KDB Santa Barbara, Calif., to Dec. 1, 1962, commission advised KDB Bcstg. Co. that this is equivalent to short-term license and admonished it for past programming operations in following letter:

"Information before the commission indicates that the scope of the past programming of station KDB was severely limited, and that the operation of the station during the past license term has been inconsistent with prior programming proposals. The commission has also noted your statement of June 6, 1961 relating to the disparities between the 1959 renewal application and the 1959 assignment application with respect to live programs and commercial spot announcements. By this statement, you indicate that your prior explanations describing these discrepancies as 'clerical errors' were inaccurate. Under these circumstances, a question is raised of whether, at the time you filed your application for assignment of license (BAL-3538) on July 1, 1959, you intended to carry out the program proposals set forth therein." Action Sept. 7.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OUR RESPECTS to Myron Frederick Shapiro, WFAA-AM-FM-TV Dallas

Hardly anything happens fast enough

The many moves of Mike Shapiro, general manager of WFAA-AM-FM-TV in Dallas, justify his ranking among the most mobile executives in broadcasting.

But they were planned moves, this youngish head of a major electronic operation explains, and they were confined to the Southwest, mostly Texas where there's plenty of room for moving.

The plan, as Mike explained it now that he's no longer job-hopping, was simple—to learn more about broadcasting and/or to improve his economic status.

His last move was made in April 1958 when he became manager of WFAA-TV. Last November he was promoted to general manager of all broadcast properties for the operating company, A. H. Belo Corp.

Mrs. Shapiro's Law ▪ Just a year after he became manager of WFAA-TV the patient Mrs. Shapiro had a scare when her husband said he planned to attend the first NAB broadcast management seminar at Harvard. Fear of another bout with moving men and real estate people led her to lay down what her husband refers to as Mrs. Shapiro's Law. It runs like this: "The regular ground rules for marriage are out. You want to get drunk, go ahead. You want to chase after other women, okay. You want to stay out all night, good enough. But if you move once more, we're through." Thus far the law hasn't been put to a test.

Then there's Mr. Shapiro's Law, totally unrelated: "Hardly anything ever happens soon enough." This is typical of Mike Shapiro. Last winter he couldn't stand the delay any longer as construction crews finished off the new $5 million communications center adjoining the *Dallas Morning News,* a famed pioneering journal he refers to as "our newspaper subsidiary." A month before the building was opened he and Velma Collins, his secretary and WFAA-AM-TV office manager, moved into the still-littered premises.

Relaxation ▪ There's only one place this bundle of energy can relax. That's on his 25-foot cabin cruiser while exploring the 100-mile shoreline of Lake Dallas or just idling at any convenient mooring site. Once he took up golf but quit because things didn't happen fast enough.

He's a real bird-dogger, station staffers say, but always willing to hear both sides of a story and he has the confidence of the whole organization. His coat comes off as he enters his office and it generally stays off until lunch time. At any given moment he's likely to be charging down the corridors of the glassed-in office acreage, with frequent stops at desks for a pleasantry or reminder of a task to be done.

On the telephone—and he usually is—he talks standing up, pacing the floor with the aid of a long extension cord. His manner is friendly but his black, wavy hair tousles easily when he gets in a business tussle. And he's one of the lucky species that can eat and eat without putting on weight.

Mike gets into just about everything that happens around WFAA. He's proud of all the equipment, including five video tape machines (two in a half-block-long van that's loaded with gear).

At his desk he uses more gestures than a country parson, though seldom raising his voice. His dress is conservative, aside from a tendency to blend serious neckties and socks offset by sporty loafers.

The Long Trail ▪ The broadcast itinerary of Mike Shapiro began at the end of World War II. While recuperating from malaria, acquired as a glider pilot in North Africa, he did newscasts and entertained patients on the little gaspipe radio station at Buckley Air Base.

After discharge in 1945 he asked for a job as announcer at WEBC Duluth, Minn., his home town. "Can you sell?" he was asked. "Sure," he replied and Arrowhead Network assigned him to WJMC Rice Lake, Wis.

But Texas had appealed to him in his glider training days and he got a job at KBWD Brownwood not far from his first base at Lamesa where he had met and married Connie King in 1942. Next stop was KGKL San Angelo where he sold time and did three newscasts a day. After a year as manager of the new KTXL San Angelo he moved to Odessa as manager of KECK.

WFAA's Shapiro
He's found a home in Dallas

Then he changed his business trail by opening an advertising agency in San Angelo and writing a newspaper column on the side. The next move also was non-radio—selling advertising specialties in San Angelo for Brown & Bigelow. The firm transferred him to Dallas, where he made a sales call at WFAA. Ralph W. Nimmins, now of WFGA-TV Jacksonville, Fla., induced him to go back into broadcasting, which he did via WFAA-TV. He sold time for two years, becoming local sales manager. When KDUB-TV Lubbock took the air in 1955 under W. D. Rogers, Mike took the post of commercial manager, soon rising to assistant manager.

His next move was to Avery-Knodel's tv staff in Chicago, but he soon went back to WFAA-TV as commercial manager. It was still 1955, the movingest year in Shapiro history. In 1957 he moved to Tulsa as managing director of KTUL-TV and then on to KATV (TV) Little Rock, Ark., as managing director.

End of the Line ▪ A chance to rejoin WFAA-TV as manager came in 1958. That's when Mrs. Shapiro's antipathy to a nomadic life led her to proclaim a state of marital emergency. The back-to-Dallas move has proved a lasting one.

The Shapiros have one child, a daughter, Lynne, aged 14.

Mike was born Dec. 16, 1918, in Duluth. He dropped the original Myron Frederick as a lad. His scholastic career included Duluth public schools, Duluth Junior College and U. of Minnesota.

One of his most satisfying experiences has been the success of his program, *Let Me Speak to the Manager,* which took the Dallas air early in the summer (BROADCASTING, Aug. 21). The program gives the audience a chance to voice opinions and unload complaints; it gives Manager Shapiro a chance to reply.

He has, among others, two pet gripes—phony broadcast journalism based on non-existent staffers in far-away news centers, and government meddling of the censorship sort.

Industry activities include the ABC Board of Governors; ex-president of Broadcast Executives of Texas, and the Dallas Ad Club.

EDITORIALS

Carla's wasteland

WE DOUBT that you would find many residents of the Gulf Coast who would agree with those who characterize broadcasters as money-grubbing exploiters of the public. A lot of Gulf Coast residents would probably be dead if it weren't for broadcasting and broadcasters.

The evacuation of the target area of Hurricane Carla could never have been arranged if radio and television had not been available and if broadcasters had not worked around the clock to spread the word of threatening disaster. When it became evident that the storm was headed for the coast, broadcasters immediately went into action, with no thought of anything but public service of the highest order.

Performances like this are the rule rather than the exception for radio and tv. At time of crisis it has become the natural reaction of broadcasters to turn over whatever facilities and personnel are needed to distribute information. Yet the performance of Gulf Coast stations last week ought not to be taken for granted. All contributed vital services, and some did so at tremendous financial loss. One, KHOU-TV Houston, moved live cameras into the Galveston weather bureau headquarters and became a quasi-official source of intelligence on the progress of the storm and the methods of evacuation.

If broadcasting is a wasteland, it is a wasteland the country cannot do without.

Paul Harper's credo

AN eminently sensible evaluation of television programming and programming problems was presented last week by Paul Harper Jr., the young president of Needham, Louis & Brorby, an agency that has used tv advertising with conspicuous success.

It was the kind of thoughtful evaluation that tends to get lost in the noisy arguments of extremists who think things are all bad or all good. It deserves a hearing.

Mr. Harper has the knack of cutting through the fog of recent controversy. As he put it, "most of the controversy is being conducted in a vacuum with no reference to the basic choice involved." The choice must be between a television system programmed at public expense and one programmed at private expense.

A publicly-financed system would lead inevitably to centralized and arbitrary program selection and would require the whole public to share the expense of what only a segment of the public watched. That kind of system is now rejected by Mr. Harper as it was rejected by the nation in the formative days of radio.

The one major consequence of a system programmed at private expense, said Mr. Harper, is that "the character of programming will be set essentially by commercial values—and in more or less direct response to existing public tastes." This process guarantees a wider diversity of programming appeal to a wider variety of public tastes than could logically be expected from a centralized system under public financing.

It is said by critics that the present system does not provide diversity. That argument was answered nicely too. Mr. Harper pointed to the great volume of information programming in prime time that the television networks have broadcast in the past year. On the average those shows were watched by only 17% of the total audience viewing at the time, yet the networks are continuing to program shows of that kind knowing they will attract minority audiences.

Television cannot survive, said Mr. Harper, if it gets too far ahead of popular taste, yet television broadcasters are knowingly running the risk of getting ahead of taste in their efforts to find and satisfy new audiences.

All this is not to say that television is anywhere near perfection. Mr. Harper spoke of several areas in which he thought improvement ought to come: in production quality, in the creative search for new program forms and in the active encouragement of young talent, to name three. We agree, and we are sure thoughtful broadcasters would agree.

The improvement *will* come—but only if television is allowed to go about its work without incessant molestation.

Playing with gun-fire

LIKE his contrived publicity schemes of the past, Jack Paar's Berlin incident made the headlines. And like most newspaper stories dealing with television, this one was overplayed.

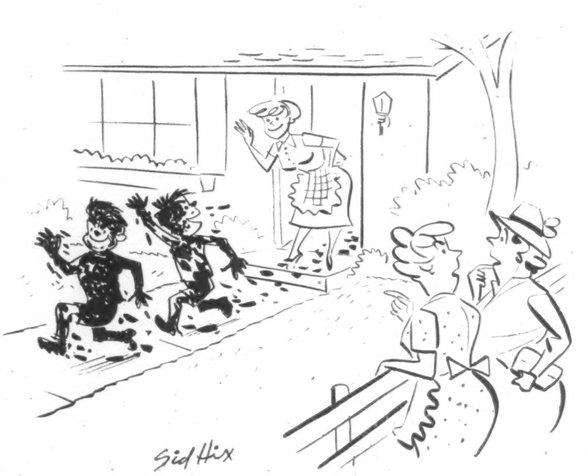
This, however, is not to condone this latest Paar exploit. He played with fire. It could even have been gun-fire. He gave the Communists a new propaganda line as he made foils of American troops on sensitive duty.

There were repercussions from the White House. Ten Senators took the floor to admonish him—and, incidentally, —all broadcasting. The Defense Department felt constrained to discipline two of its officers.

Mr. Paar was beyond his depth. He was attempting to perform a news function when his function is not news. He is an entertainer of sorts. The Army public-relations men in Berlin were wrong in according him the privileges given accredited newsmen, and NBC was equally wrong in giving him his head in an area beyond his training and capability.

Some good could result. The Paar incident once again underscores the importance of having news handled by newsmen. NBC has won acclaim because of the quality of its news and public affairs services under the direction of Executive Vice President William R. McAndrew, a hard-nosed newsman and an excellent news manager.

Mr. Paar is not a newsman. He, and all other performers on stations as well as networks, should stick to their lasts.



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